OCTOBER 4, 1948 PRICE 25 CENTS

BUSINESS & FINANCE
DETROIT PUBLIC LIBRARY

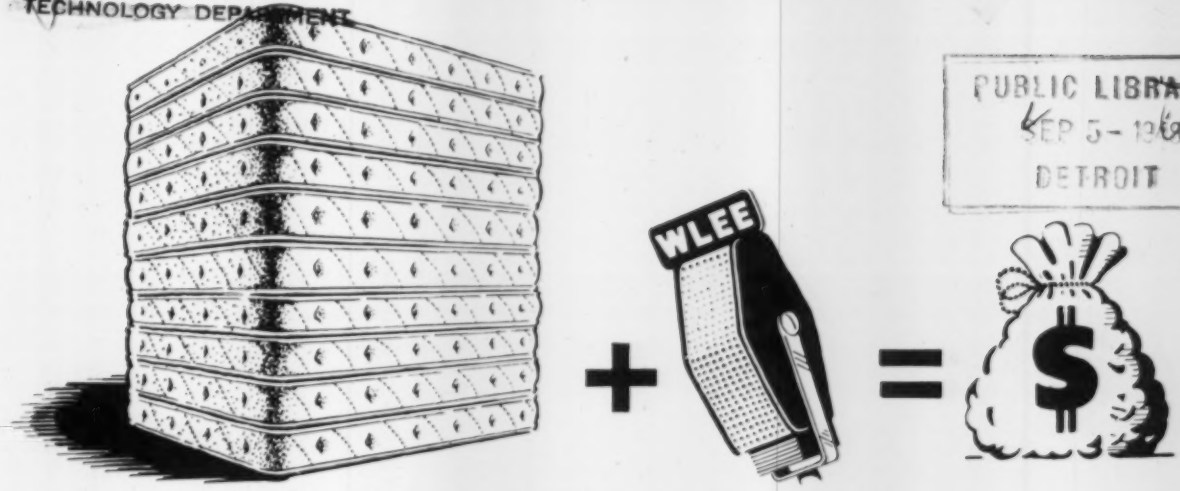
BROADCASTING

The Newsweekly of Radio & Television

TELECASTING

TECHNOLOGY DEPARTMENT
DETROIT PUBLIC LIBRARY
5201 WOODWARD AVENUE
DETROIT 2, MICH.

PUBLIC LIBRARY
SEP 5 - 1948
DETROIT



SUCCESS STORY:

You've probably already heard some convincing result stories about WLEE. But listen to this one:

A furniture dealer in Richmond, who has never before used radio, went on the air with a 15-minute program once a week. He was advertising mattresses.

After the fourth program, he had sold more mattresses in just three *weeks* than he had ever sold before in three *months! He used no other media.*

This sort of success comes all the time to local Richmond merchants who use WLEE. And more of them use WLEE than any other station in town. Call in your Forjoe man today and get the full WLEE story.

WLEE Mutual in Richmond

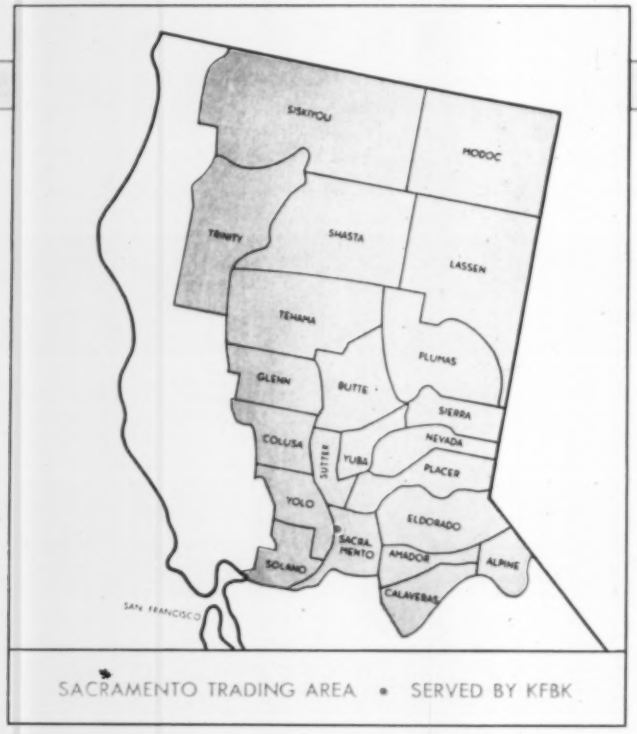
TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

IN THIS ISSUE: THE BOSTON RADIO MARKET—Pg. 80 ● COMPARATIVE NETWORK SCHEDULE

For solid coverage of the whole Billion Dollar Sacramento Trading Area

KFBK SACRAMENTO GOES TO 50,000 WATTS

(EFFECTIVE NOW)



SACRAMENTO TRADING AREA • SERVED BY KFBK

ON OCTOBER 2, 1948, at 5 PM, KFBK Sacramento became one of the most powerful stations in the country. KFBK boosted its power to 50,000 watts for one reason: to solidify its coverage of the 21-county Sacramento Trading Area.

How good a market is this part of Northern California? According to Sales Management, it's worth more than $1 Billion in gross buying power . . . worth $765 Million in annual retail sales. In population it outranks Pittsburgh.

Now, KFBK will broadcast a strong, clear signal into every corner of this rich market. And listeners will get KFBK's topflight programs at the same position on their dials—there has been no change of frequency.

KFBK SACRAMENTO, CALIFORNIA

50,000 WATTS • 1530 KC • ESTABLISHED 1922

Affiliated with the American Broadcasting Company

Paul H. Raymer Company, National Representative

BOSTON AREA SEES BEST IN TELEVISION

Presenting

WNAC-TV

CHANNEL 7

Featuring

CBS · ABC

and

DUMONT PROGRAMS

PLUS

MORE LOCAL "EXCLUSIVES"

Boston College, Harvard, and Holy Cross Football
Boston Yanks Pro Football
Manning Bowl Highschool Football
Callahan A. C. Boxing Bouts
Paul Bowser Wrestling Matches
and a selected schedule of special events
and news features

WNAC-TV CHANNEL 7

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

TRANSACTION whereby *Dayton Journal Herald*, published by Col. L. B. Rock, will acquire minority interest in Crosley's new TV station in Dayton (about 30%) is in negotiation and probably will be consummated shortly by Col. Rock with James D. Shouse, Crosley president. *Dayton Daily News*, James M. Cox-owned opposition, owns WHIO and upcoming WHIO-TV.

OFT-HEARD suggestion that Judge Miller become radio's voice and broadcast regularly will come up at NAB board meeting in November. Idea broached at several district meetings. Possible outcome: Regular program series built around judge, with top-flight officials and talent participating.

SHORTLY to be formed within framework of FM Assn. will be group of newspaper-owned FM outlets for purposes of interchange of data and cooperative exploitation of FM. Approximately one-third of 650 authorized FM stations are newspaper-owned or affiliated.

CBS PLANNING to demonstrate this winter Instantaneous Audience Measurement system, revolutionary project for research by radar announced months ago by Frank Stanton, CBS president.

GIL RALSTON, radio and television executive of Procter & Gamble, shopping Hollywood for two television programs. One is to be an audience participation format priced no higher than $2,500 and second is film dramatic series not priced above $8,500.

IF FCC approves Warner Bros. purchase of KLAC Los Angeles AM and TV plus KYA San Francisco, Gene Autry is likely bidder for standard outlet of KLAC. Warner Bros. already owns KFWB Hollywood and Autry holds 50% of KOWL.

FCC MAY ACT shortly on pending $1,270,000 transactions whereby CBS sells majority interest in WTOP Washington to *Washington Post* and acquires full ownership of KQW San Francisco. Present outlook: Favorable.

REGIONAL sponsor who buys large outlets but has sought free time on small ones understood to be dropping latter practice following publication in these columns of typical complaints.

BECAUSE of impetus given Transit Radio Inc.'s project to equip buses for FM reception, company is about prepared to enter contract with major equipment manufacturer (probably Stromberg-Carlson) for production line output of special shockproof receivers.

CBS negotiations looking toward acquisition of Edgar Bergen (and sidekick McCarthy)

(*Continued on page 90*)

Upcoming

Oct. 4: Canadian Assn. of Broadcasters Directors' meeting, Toronto.

Oct. 4-5: NAB District 13, Blackstone Hotel, Fort Worth.

Oct. 4-6: National Program Meeting, Canadian Broadcasting Corp., Toronto.

Oct. 5-7: American Institute of Electrical Engineers, Middle Eastern district, Washington, D. C.

Oct. 8: AAAA Central Council, Hotel Blackstone, Chicago.

Oct. 9-10: Mississippi Broadcasters Assn., Biloxi, Miss.

Oct. 10-12: National Assn. Educational Broadcasters, U. of Illinois, Urbana, Ill.

(Other Upcomings on page 72A)

Bulletins

PURCHASE by ABC of 20-acre Vitagraph Pictures lot, complete with sound stages, consummated in Hollywood Friday. ABC intends to use new property for West Coast television headquarters. Though network declined to quote price, sum of more than $1,000,000 reportedly involved.

MASS outdoor televising of World Series arranged by RCA on historic Boston Common. Engineers flown to city late last week to install 100 receivers.

STRATOVISION LINK PROPOSED FOR WORLD SERIES

PROPOSAL to link East Coast and Midwest TV networks by Stratovision during World Series discussed at FCC Friday by MBS and Westinghouse officials. High-flying B-29 plane would pickup TV signal and relay from one hookup to another. Details had not been worked out late Friday.

Conferring at FCC were John Steen, counsel, and Edward T. Morris, assistant to vice president, of Westinghouse; E. M. Johnson, MBS director of engineering. They explained details of stratovised coverage project. Air and ground interference offer obstacles.

FCC BUDGET REPORTEDLY ABOUT $7,900,000

FCC CHAIRMAN Wayne Coy, former assistant director of U. S. Budget Bureau, led Commission Friday in conference with bureau officials on FCC 1949-50 budget request, reportedly about $7,900,000.

FCC, now on $6,350,000 budget, had asked $7,723,624, which bureau cut to $6,580,000.

Business Briefly

FAULTLESS MUSIC ● Faultless Starch Co., Kansas City, buys 10-10:15 a.m. (CST) Sunday on split NBC hookup of 40 outlets for music program to originate at WLW. Series starts Oct. 10 for 52 weeks, featuring Judy Perkins and Ernie Lee. Agency, Bruce Brewer Co., Kansas City.

MORE FOR FIBBER ● S. C. Johnson & Son, Racine, Wis. (wax) adds 19 stations to *Fibber McGee & Molly*, NBC. Tues., 9:30-10 p.m., placing series on full NBC network. Agency, Needham, Louis & Brorby, Chicago.

ADMIRAL TV SHOW ● Admiral Corp., Chicago, Sunday started *Admiral Five-Star Revue* on NBC's eastern TV network, Sun., 7:30-8 p.m. (EST) from WNBT New York. Agency, Cruttenden & Eger, Chicago.

GROSS RADIO INCOME RISES; OPERATING COSTS WAY UP

GROSS broadcast revenue in 1948 will be up 7.4% over 1947, more than offset by 10% rise in operating costs, according to survey by Dr. Kenneth H. Baker, NAB research director. Profits before federal taxes (based on percent of revenue) will be under 20% for first time since 1939.

Using projectable sample based on income for first eight months, he concluded:

Gross from all time sales will rise from $357,000,000 to $383,000,000.

Station expenses will jump from $212,200,000 to $233,200,000.

National spot will go from $90,000,000 to $99,000,000, up 10%.

Local business will rise from $136,000,000 to $144,800,000, up 6%.

Networks up from $125,800,000 to $134,000,000, or 6.5%.

(Gross revenue is revenue to industry after frequency or volume discounts but before agency commission deductions.)

Station revenue to increase from $277,200,000 to $286,000,000, mostly from better local business, Dr. Baker estimated. Added local revenue will go mainly to stations which have gone on the air since last Jan. 1. National spot increase topped all categories for first time in several years. Network gain will mean 3 or 4 million dollars additional to stations.

National spot gained most in East North Central (Ohio, Indiana, Michigan, Wisconsin) with most other regions reporting losses. Biggest local gain, survey shows, is in West North Central (Minnesota, Iowa, Missouri, Dakotas, Nebraska, Kansas).

Operating expenses show greatest gain in Middle Atlantic (New York, Pennsylvania, New Jersey).

NAB CO-OP STUDY

NEW sales aid for broadcasters will be co-op manual in preparation at NAB under aegis of Maurice Mitchell, new sales chief. First survey since 1942, it will include list of advertisers who buy cooperatively with dealers.

Three Beauties of the Deep South

1. OAK ALLEE, St. James Parish, Louisiana—one of the stateliest old plantation homes. Authentic furnishings add to its charm.

2. KAISER PERMANENTE ALUMINUM PLANT, Baton Rouge, Louisiana—typical of vast heavy industries in the state's capital city. Fast-growing industry has helped WWL-land score above national average in increased income, increased buying power, and general prosperity.

3. WWL's COVERAGE OF THE DEEP SOUTH

50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power in the South's Greatest City

WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.

Getting Your Share—

of This 8 Billion Dollar White Collar Market?

● Figures recently made available by the Indiana Gross Income Tax Division indicate that WFBM's white collar listeners earned more than 8 BILLION BUCKS during 1946. And there's every reason to assume they've done even better in the past two years.

Salaries alone, paid in the 36 BMB counties credited to WFBM, amounted to over 8½ MILLION DOLLARS—a neat sum in terms of sales, whether it's soap, smokes, salad dressing, shoes or what-have-you!

In fact, 34% of the state's total paid in wages, salaries, commissions and fees for professional and personal services went to residents in WFBM's central Indiana coverage area.

BECAUSE WFBM, A BASIC CBS OUTLET:

—serves these high-income, product-buying homes with outstanding news, sport shows and top performance local programs,
—is first with Hooper and BMB,
—is Indiana's oldest radio station,
—gives outstanding merchandising and promotion support,

. . . WFBM is your natural first choice for selling Mr. Whitecollar!

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

INDEX:

GENERAL NEWS ..... PAGE 22
TELEVISION ..... PAGE 27

DEPARTMENTS:

Agencies	12
Allied Arts	88
Commercial	52
Editorial	48
FCC Actions	78
Management	50
Network Accounts	42
New Business	13
News	81
Open Mike	14
Our Respects to	48
Production	85
Programs	75
Promotion	80
Radiorama	38
Technical	74
Telestatus	16
Turntable	74

FEATURE CALENDAR

First Issue of the month: Comparative Network Program Sponsors Schedule
Second Issue: Network Boxscore; Public Interest
Third Issue: Trends Survey
Fourth Issue: Milestones
Each Issue: FCC Box Score

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor,* Robert B. Luce, *Research Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Ed Keys, Tyler Nourse, John Osbon, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

George L. Dant, *Adv. Production Manager;* Harry Stevens, Eleanor Schadl.
AUDITING: B. T. Taishoff, Irving C. Miller, Eunice Weston.

SPECIAL PUBLICATIONS

BERNARD PLATT, *Director*

Estelle Markowitz.

CIRCULATION AND READERS' SERVICE

WINFIELD R. LEVI, *Manager*

John Cosgrove, Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Suser, Lillian Oliver.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor,* Florence Small, Irving Marder, Stella Volpi. **Bruce Robertson,** *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CEntral* 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.
• Reg. U. S. Pat. Office

Copyright 1948 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

The RAILROAD HOUR

WORLD'S GREAT MUSICAL COMEDIES

by Radio

Every Monday night—set your dial for the Railroad Show Train. It's loaded with celebrities of the stage, screen and radio bringing you the entertaining dialogue and hit songs of Broadway's most popular musical shows.

A B C NETWORK *Monday Nights*

8 to 8:45 Eastern, Mountain and Pacific Standard Time
7 to 7:45 Central Standard Time

Presented by the **AMERICAN RAILROADS**

"Any advertiser can and most advertisers should use **SPOT RADIO**"

WHAT A BAR OF CANDY!
WHAT A CANDY BAR!

• And what a job of selling and what a selling job Peter Paul has done and is doing for M-O-U-N-D-S and other confections with Spot Radio.

You too can adapt this most flexible form of powerful radio to your special requirements.

These stations will add materially to your chances for spectacular success.

•

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas, Ft. Worth	NBC, ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA — WSB-TV
BALTIMORE — WBAL-TV
BOSTON — WNAC-TV
BUFFALO — WBEN-TV
LOS ANGELES — KFI-TV
MILWAUKEE — WTMJ-TV
M'P'L'S-ST. PAUL — KTSP-TV

EDWARD PETRY AND CO. INC.

Yes—WHIZ floods Southeastern Ohio with an average evening share-of-audience of 64.6% (Conlan Survey week of May 23, 1948).

Here's a new high-water mark of audience domination—a "plus value" for all WHIZ advertisers.

Morning, afternoon and evening WHIZ averages 62.2% share-of-audience . . . proof of the results of top local production and popular NBC programs.

Buy the station with the BONUS audience.

Established 1924
WHIZ
NBC IN ZANESVILLE
represented by
John E. Pearson Co.

Feature of the Week

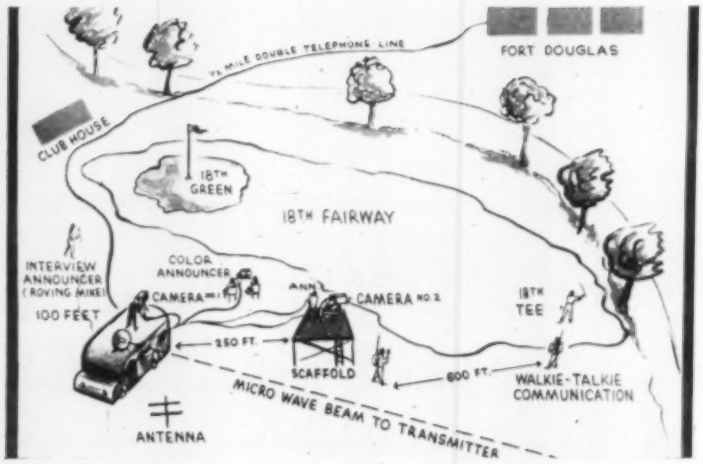


Diagram of KDYL-W6XIS coverage of the Utah Open golf tournament.

* * *

KDYL-W6XIS Salt Lake City parred the course in the $12,500 Utah Open tournament—and it was all done with cameras. The KDYL experimental TV station telecast the tournament daily from 3:30 to 5 p.m., under sponsorship of Petty Motor Co., Salt Lake City Ford dealer.

The 16-man staff assigned to cover the event, consisted of one transmitter technician, three cameramen, one studio video engineer,

(*Continued on page 86*)

On All Accounts

PHILIP HINERFELD is known and respected in the trade as account executive for Eversharp Inc. with the Biow Co., New York. And though few in the industry deny the comparative eminence of that designation, fewer still are aware that kindly, soft-miened Phil Hinerfeld enjoys a status that ranks him with the inventors of midget auto racing and cellophaned lamp shades. Phil is an originator of the singing telegram.

Born in Scranton, Pa., in 1907, Phil vegetated for the prescribed number of years in that hair-chested mining town before setting out to earn his own living at 9. He began as a newsboy but gave up the route after three years to join a wholesale dry goods firm as bookkeeper, shipper and salesman.

Four years later, a jaded 16, he entered the haberdashery field, and at 20 took over the management of a campus haberdashery at the U. of Pennsylvania. Matriculating himself at the University's Wharton School of Commerce, he majored in accounting, completing the entire curriculum in two years.

Fortified with an accountant's diploma and a new confidence, he had no trouble securing a job in New York as a haberdashery clerk.

Two and a half months later, however, he departed the shirt-and-tie milieu forever to join Postal Telegraph as an accountant. He was soon appointed assistant to the general manager, then assistant to the vice president, and ultimately he was named manager in charge of promotion and advertising. It was during that period that he, together with a friend, Phil Schuyler, devised the singing telegram.

PHIL

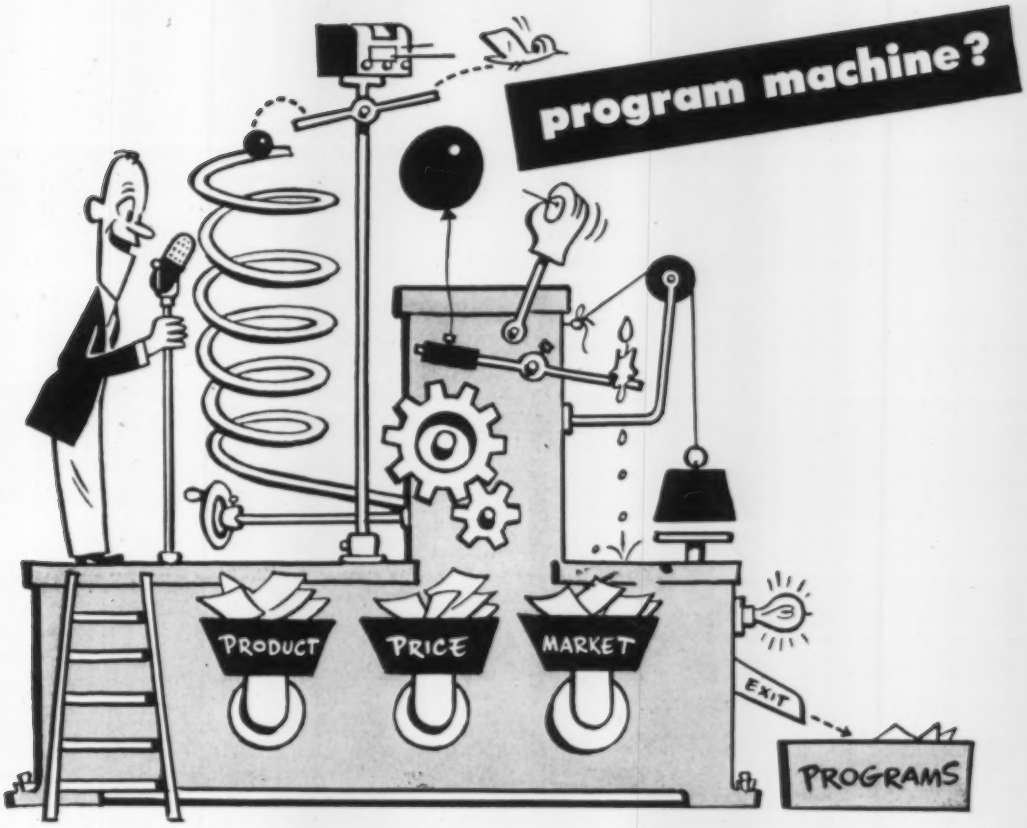
Another innovation which he helped invoke was the General Air Express service of Postal Telegraph from 1933-1936. And it was he who instituted the railway and air ticket department of the telegraph company.

Originator also of a special market research service for Postal Telegraph customers, Phil Hinerfeld first met Milton Biow, president of the Biow Agency, when that firm availed itself of the service in a test study for Philip Morris. And when Postal merged with Western Union, Phil accepted the offer of "merger" with the Biow Co.

Phil handles the American Trucking Assn., Eversharp Inc., and Lydia Grey Doeskin Tissues

(*Continued on page 86*)

WILMINGTON, DEL.
WDEL
Sells...
● Consistently
● Profitably
Represented by
ROBERT
MEEKER
ASSOCIATES
NEW YORK
CHICAGO
SAN FRANCISCO
LOS ANGELES
5,000 WATTS
DAY & NIGHT
NBC AFFILIATE
A STEINMAN STATION



No, we have something better!

This broadcasting business would be easy if science would perfect a gadget like the one shown.

Simply feed in data about product, price, and market desired. . turn the handle. . and presto, your program is ready!

It would be easy, all right—but would it be good? We doubt it. *Sales*-producing programs require the best creative efforts of a staff that knows its audience.

Yes, it takes *people* to attract people. And at KYW, we *have* the people to build the show that will build your sales in the Philadelphia market-area. Whether you want a variety show, a musical, a kid show, or a news program. . we have the writers, directors, producers, actors, and announcers to build it for you. Samples? Certainly. Ask NBC Spot Sales!

KYW

Philadelphia's 50,000 Watt NBC Affiliate

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

IF you want sales from 60% of Oklahoma's radio listeners, sell through KOMA.

For KOMA alone, with its 50,000 watt primary coverage, attracts 60% of all the rich Oklahoma market.

Let us, or an Avery-Knodel representative tell you of some truly remarkable success stories that have radio-rated from KOMA!

J. J. Bernard,
General Manager

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

Agencies

JOHN WELLINGTON, formerly of Ruthrauff & Ryan, New York, appointed a radio and television director of Young & Rubicam Inc., New York.

GEORGE M. DENES, formerly of Federal Advertising Agency and James Thomas Chirurg Co., both of New York, joins the Fred Gardner Co. Inc., New York, as production manager.

WILLIAM C. LEWELLEN, head of motion picture department of J. Walter Thompson Co., Los Angeles, transferred to Hollywood office in that capacity and also as director of public relations of both offices.

BREVOORT WALDEN joins Federal Adv. Inc., New York, as account executive. Mr. Walden was formerly with Platt-Forbes Inc., also New York.

WILLIAM H. GRACE named full partner of Calvin D. Wood Adv., San Francisco, with agency name being changed to **WOOD & GRACE Inc.**

PETER PIPER, former public relations director, Makelim Assoc., Hollywood, joins Curt Freiberger & Co., Denver, as radio director.

WALTER C. GOTTFRED named production manager at Chicago office of Roy S. Durstine Agency. He worked previously as promotion manager for Spiegel Inc. and with Albert Frank & Co., Walgreen Drug Co. and Muir Drug Chain, Grand Rapids, Mich.

HERB BEAVEN and DON BREYER elected vice presidents of Brisacher, Van Norden & Staff, Adv. Engineers, San Francisco. Mr. Beaven becomes manager of Los Angeles office where he has been an account executive since 1934 and Mr. Breyer, account executive in Los Angeles office since 1946, goes to Plans Department there.

B. A. REAVIS joins Federal Advertising Agency Inc., New York, as account executive. Mr. Reavis was formerly with Lynn-Fieldhouse and McCann-Erickson.

JOE BOND, former publicity director, Campbell-Ewald Co. Inc., New York, and Fletcher D. Richards Inc., New York, appointed publicity director of Campbell-Ewald's new New York offices. **JUD KINBERG**, former editor of the U. S. Army Berlin area newspaper *Observer*, appointed assistant to Mr. Bond.

ARTHUR KNORR, designer and director of stage shows, has been engaged by Kudner Agency Inc., New York, as consulting production supervisor of television. His first assignment will be with production staff of NBC *Texaco Star Theatre* television hour to assist on all phases of show.

JAMES P. ELLIS, former writer and director at MBS, joins New York staff of Gardner Adv. Co. as assistant to **ROLAND MARTINI**, vice president in charge of radio.

CLIFFORD BOTWAY, formerly radio director of Julian Goss Adv., Hartford, and of continuity and production staff of WKNB New Britain, Conn., joins J. B. Sebrell Adv., Los Angeles, as radio director. Addition of Mr. Botway to staff in line with agency's expansion of radio department

RICHARD UHL appointed head of television activities in radio department of Sullivan, Stauffer, Colwell & Bayles Inc., New York. Mr. Uhl was formerly with the firm's Hollywood office.

MARTY HOGAN, well-known radio personality, appointed head of Chicago office of Sawdon Adv. Co. Mr. Hogan will handle all Chicago radio advertising for agency, including Robert Hall Clothing account.

HERBERT TRUE, former radio director at Watts-Payne Adv., Tulsa, Okla., has joined Carter Adv. Inc., Kansas City, Mo., as director of radio and television.

GEORGE C. GALLATI, former Central Division manager of INS, named to publicity staff of Needham, Louis and Brorby, Chicago. Mr. Gallati worked in an editorial capacity at INS for 19 years.

JACK CUMMINGS, resigns as production manager of Honig-Cooper Co., San Francisco, to join Harrington, Whitney & Hurst, that city, as production and traffic manager.

STANTON KRAMER, former publicity man for Warner Bros., has

(Continued on page 40)

BROADCASTING
Comparative Network Program Schedule
October 1948

Yeah, but can he lift a sales curve?

(To avoid witchcraft, see back page of insert)

COMPARATIVE NETWORK PROGRAM-SPONSOR SCHEDULES

SUNDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	Lee Hats Drew Pearson (226) R	Prud'tl. Ins. Family Hour (151)	Quaker Oats Roy Rogers Show (457)	Catholic Hour S
6:15	Seeman Bros. Mus. Headlines (218) R	"	"	"
6:30	Goodyear Tire & Rubber Co.	Coca-Cola Pause Refreshes (164)	Cudahy Packing Co.	Int' Silver Co. Ozzie & Harriet (138)
6:45	Greatest Story Ever Told (213)	"	Nick Carter (456)	"
7:00	Go For The House S	Wrigley Gene Autry (154)	Trimount Clothes Sherlock Holmes (225)	Am. Tobacco Co. Jack Benny (161)
7:15	"	"	"	"
7:30	American Oil Co Carnegie Hall (108)	Lever Bros. Amos 'n' Andy (151) R *	Mutual Benefit Behind the Front Page (461)	Rexall Co. Alice Faye & Phil Harris Show (161)
7:45	"	"	"	"
8:00	Smith Bros. Stop The Music (173)	Wildroot Sam Spade (162)	Co-op A. L. Alexander	Standard Brands C. McCarthy (150)
8:15	Eversharp, Inc. (173)	"	"	"
8:30	Speidel Corp. (171)	Cabin B-13 S	It's A Living S	Ford Motor Co. Fred Allen (163)
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Andrew Jergens Jergens Summer Journal (218)	Electric Companies Electric Theater S	Secret Mission	Sterling Drug Man. M'Go-R'y (147)
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	U. S. Steel Corp. Theater Guild on The Air (241)	Col - Palm - Peet Our Miss Brooks (147)	Carter Products Jimmy Fidler (205)	Sterling Drug Alb. Fam. Music (151)
9:45	"	"	Twin Views Of The News S	"
10:00	"	Frigidaire Lum 'n' Abner	Voices of Strings S	Eversharp Take It or Leave It (161)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (70)	Luden's Strike It Rich (147)	Clarys Gazette S	Philip Morris Horace Heidt (160)
10:45	We Care S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not In Service)	Metro. Life Ins. Eric Sevareid (21)	Repeat of Kid Strips	News S John McVane Clem McCarthy
6:15	"	In My Opinion S	"	6:15-6:20 S Music Liebert 6:20-6:30 S
6:30	"	Fred Feibel S	"	Sketches in Melody S
6:45	"	P & G Ivory Thomas (79) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	P & G Beulah (80)	Co-op Fulton Lewis (291)	Liggett & Myers Supper Club (161) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (83) R	Dinner Date	Miles Labs. News of World (143)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (157)	Gen Motors Henry Taylor (46)	Art Van Damme Quintet
7:45	"	Campbell Soup Ed. R. Murrow (155)	Bayuk Cigars Inside of Sports (106)	Pure Oil Co. Kaltenborn (32)
8:00	Assn of Amer RR Railroad Hour (270)	Bromo Seltzer Inner Sanctum (154) R	Falcon S	DuPont & Co Calvacade of America (152)
8:15	"	"	"	"
8:30	"	Lever Godfrey's Talent Scouts (149) R	Casebook of Gregory Hood	Firestone Voice Firestone (140)
8:45	TBA	"	" *	"
9:00	Music and Mr. Blaine S	Lever-Lux Lux Radio Theatre (153)	Carter Products Gabriel Heatter (330)	Bell Telephone Telephone Hour (150) R
9:15	"	"	Mutual Newsreel S	"
9:30	Stars in the Night S	"	The Atom & You S	Mars Inc. Dr. I. Q. (131)
9:45	"	"	"	"
10:00	Elec. Workers Arthur Gaeth (97)	Lever-Pepsodent My Friend Irma (149)	Co-op & Mail Pouch (42) Fish n' Hunting	Carnation Co. Contented Hr. (157)
10:15	Earl Godwin S	"	"	"
10:30	Starr Time S	R. J. Reynolds Bob Hawk (159)	Orchestra S	Henry Wallace (163) *
10:45	"	"	"	Appointment For Music

TUESDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not In Service)	Metro. Life Eric Sevareid (21)	Repeat of Kid Strips	News S John McVane Clem McCarthy
6:15	"	Frontier to Science S	"	6:15-6:20 Music Leibert 6:20-6:30 S
6:30	"	Fred Feibel S	"	Sketches In Melody S
6:45	"	P&G Ivory Thomas (79) R	"	Sun Oil Co. 3-Star Extra (28)
7:00	Co-op Headline Edition (53) *	P & G Beulah (80)	Fulton Lewis, Jr (291)	Liggett & Myers Supper Club (161) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (83) R	Orchestra S	Miles Labs. News of World (132)
7:30	Relaxin' Time S	Campbell Soup Club 15 (157)	News	The Smoothies
7:45	"	Campbell Soup Ed. R. Murrow (155)	Bayuk Cigars Inside Sports (106)	Pure Oil Co. R. Harkness (27)
8:00	Youth Asks the Government S	Sterling Drug Mystery Theater (149)	Mysterious Traveler S	Philip Morris Mel Torme (142) R
8:15	Earl Godwin S	"	"	"
8:30	Co-op Town Meeting (56)	C P P Tooth Pwdr. Mr. Mrs. North (151) R	Official Detective (139) S	Lewis Howe Co. Date with Judy (150)
8:45	"	"	"	"
9:00	"	Gulf Oil We the People (119)	Serutan Co. Gabriel Heatter (218)	Lever Bros Swan Bob Hope
9:15	"	"	Mutual Newsreel S	"
9:30	Chr. Sc. Monitor Views the News R	Life With Luigi S	Under Arrest S	Johnson Wax Fibber McGee & Molly (146)
9:45	Chamber Music S	"	"	"
10:00	"	DeSoto Plymouth Hit the Jackpot (164)	Robt Kilgare S	Lever Bros. Big Town
10:15	"	"	"	"
10:30	What Do People Think (NAM)	Morey Amsterdam S	Orchestra S	Brown & W'mson People Are Funny (160)
10:45	Summer Serenade (A. F. of L.)	"	"	"

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Coast to Coast on a Bus S	World News	Tone Tapestries S	World News W. W. Chaplin Co-op
9:15	"	E. Power Biggs S	"	Story to Order S
9:30	"	"	Mutual Chamber Music Ensemble S	Cameos of Music 9:30-10:00 S
9:45	"	Trinity Choir S	"	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (265)	Highlights Of The Bible
10:15	"	Ballard & Ballard Renfro Valley (29)	"	"
10:30	Southernaires S	"	Voice of Prophecy (265)	West'n Auto Circle Arrow (57)
10:45	"	Church of Air S	"	Voices Down the Wind 10:30-11:00 S
11:00	Fine Arts Quartet S	Howard K. Smith S *	Christian Ref. Ch. Back To God (248)	Words & Music S
11:15	"	Newsmakers S	"	"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U. Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	Texas Jim S	Invitation to Learning S	Alan Lomax Ballad Man	Olmsted & Co. S
12:15 PM	Foreign Reporter S	"	"	"
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W Maier (335)	Eternal Light S
12:45	"	"	"	"
1:00	Almanac S	Joseph C. Harsch S	Piedmont Shirt Wm. L. Shirer (328)	America United S
1:15	Editor At Home S	Elmo Roper S	Doubleday John B. Kennedy (58)	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Gen'l Mills Inc. Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (30)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	"	Clevelandaires S
9:45	Philco Corp. Breakfast Club (242)	"	Bob Poole Show	"
10:00	Libby, McNeill My True Story (198) R	Music You Know S	Co-op Cecil Brown (40)	Fred Waring Show (162) *
10:15	"	"	Faith Our Time S	"
10:30	Gen. Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (166) R	Say With Music Willard's Orch. S	P & G Road of Life (154)
10:45	Curtis Co. Listening Post (202) R	Natl Biscuit Arthur Godfrey (166) R	"	P & G Joyce Jordan (152)
11:00	Pillsbury Mills Kay Kyser's Col. of Fun & Knowl. * (213)	Liggett & Myers Arthur Godfrey (161)	Co-op Passing Parade Nesbitt (80)	Toni Co. This Is N. Drake (156)
11:15	"	"	Serutan Victor Lindahr (99)	Manhattan Soap We Love and Learn (157)
11:30	West. Elec Corp. Ted Malone (209)	Contin'al Baking Grand Slam (48)	Co-op Heatter's Mailbag	Prud'tl Ins. Jack Berch (139)
11:45	P & G What Makes You Tick? (170)	P & G Rosemary (64)	Minute Quiz	B. T. Babbitt Lora Lawton (97)
12:00 N	P&G Welcome Trav. (183)	Gen Foods Wendy Warren (146)	Kate Smith Speaks, Co-op (190)	"
12:15 PM	"	Lever Bros Aunt Jenny (58)	P. Morris Kate Smith Sings (223)	To Be Announced
12:30	Out Of Service	Whitehall Helen Trent (78)	Luncheon at Sardi's S	Words & Music S
12:45	"	Whitehall Our Gal Sunday (80)	"	"
1:00	Co-op Baukhage (92)	P & G Big Sister (93)	Co-op Cedric Foster (126)	Special Music S
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (81)	Co-op Happy Gang	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Shopper's Special S	Co-op News	(Network Opens 9:30 A.M.)	Story Shop S
9:15	"	Ballard & Ballard Renfro Valley (28)	"	"
9:30	"	"	News	Mind Your Manners S
9:45	"	Garden Gate S	"	"
10:00	This Is For You	Red Barber S	Ozark Valley Folks S	Frank Merriwell S *
10:15	"	"	"	"
10:30	Johnny Thompson	T B A	Bill Harrington Sings S	Swift & Co. A. Andrews (161) R
10:45	Saturday Strings	"	Miscellaneous	"
11:00	Abbott & Costello Kid Show S	Cream of Wheat Let's Pretend (158) *	Movie Mat'n	Swift Meet the Meeks (161)
11:15	"	"	"	"
11:30	Seeman Bros. Tomorrow's Headlines (126)	Lever Bros Junior Miss (164)	Teen Timers, Inc. Teen Timers Club (114)	Brown Shoe Smilin' Ed McConnell (156)
11:45	Seeman Bros. The Buddy Weed Show (11) *	"	"	"
12:00 N	Junior Junction S	Armstrong Cork Theatre of Today (161)	Magic Rhythm	Barriault Wash. News S
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer (88) S	Pillsbury Mills Grand Cen. Sta. (53)	Miscellaneous S	Coffee In Washington S
12:45	"	"	Week In Washington	"
1:00	Luncheon with Maggi & Herb S	Borden Co. County Fair (130)	Smoky Mt. Hayride	Allis-Chalmers Nat. Farm & Home Hour (163)
1:15	"	"	"	"

BROADCASTING

EVENING

DAYTIME

WEDNESDAY

MBS	NBC	
Repeat of Kid Strips	News S John McVane Clem McCarthy	6:00 P.M.
"	6:15-6:20 S Music Liebert 6:20-6:30 S	6:15
"	Sketches in Melody S	6:30
"	Sun Oil Co. 3-Star Extra (32)	6:45
Fulton Lewis, Jr. (291)	Liggett & Myers Supper Club (161) R	7:00
Orch. S	Miles Labs. News of World (143)	7:15
News S	Adrian Rollini Trio	7:30
Bayuk Cigars Inside Sports (106)	Pure Oil Co. Kaltenborn (34)	7:45
Stop Me If You've Heard This S	C-P-P Co Blondie (151)	8:00
"	"	8:15
High Adventure	Kraft Foods Co. Gt. Gildersleeve (148)	8:30
"	"	8:45
Carter Products Gabriel Heatter (330)	Bristol Myers Duffy's Tavern (159)	9:00
Mutual Newsreel S	"	9:15
Hollywood Story S	Bristol-Myers Dist. Attorney (140)	9:30
"	"	9:45
Opinion - Aire S	Am. Cig. & Cig. The Big Story (162)	10:00
"	"	10:15
Dance Orch.	Mars Candy Curtain Time (138)	10:30
"	"	10:45

THURSDAY

ABC	CBS	MBS	NBC	
(Not In Service)	Metro. Life Ins. Eric Sevareid (21)	Repeat of Kid Strips	News S Radcliffe Hall Clem McCarthy	6:00 P.M.
"	Men & Books S	"	6:15-6:20 S Music Liebert 6:20-6:30 S	6:15
"	An American Abroad S	"	Sketches in Melody S	6:30
"	P&G Ivory Thomas (79) R	"	Sun Oil Co. 3-Star Extra (33)	6:45
Co-op Headline Edition (53)	P & G Beulah (80)	Fulton Lewis, Jr. (291)	Liggett & Myers Supper Club (162) R	7:00
Co-op Elmer Davis (46)	P & G Jack Smith (83) R	Orch. S	Miles Labs. News of World (132)	7:15
Front Page S	Campbell Soup Club 15 (157)	News S	Art Van Damme Quintet	7:30
"	Campbell Soup Ed. R. Murrow (155)	Bayuk Cigars Inside Sports (106)	Pure Oil Co. R. Harkness (27)	7:45
Co-op Abbott & Costello (70)	P & G FBI In Peace and War (148) R	Talent Jackpot	Armed Services Review	8:00
"	"	"	"	8:15
Personal Autograph S	Whitehall Mr. Keen (146) R	Volupte Better Half (25)	GF - Maxwell Burns & Allen (145) R	8:30
"	"	"	"	8:45
Child's World	Auto-Lite Suspense (161)	Serutan Co. Gabriel Heatter (218)	Kraft Foods Co. Music Hall (144)	9:00
"	"	Mutual Newsreel S	"	9:15
Candid Microphone S	Toni Co. Crime Photog. (163)	Revere Camera All-Star Revue (47) *	Sealtest Variety Show (93) * - Falstaff	9:30
"	"	"	"	9:45
Dance band Jamboree S	Hallmark Playhouse (159)	The Family Theatre S	R. J. Reynolds Screen Guild Theatre (161)	10:00
"	"	"	"	10:15
"	Campana Sales First Nighter	Dance Orchestra S	General Electric Fred Waring (160)	10:30
Harrison Wood	"	"	"	10:45

FRIDAY

ABC	CBS	MBS	NBC	
(Not In Service)	Metro. Life Ins. Eric Sevareid (21)	Repeat of Kid Strips	News S John McVane Clem McCarthy	6:00 P.M.
"	UN Politics S	"	6:15-6:20 S Music—Liebert 6:20-6:30 S	6:15
"	Avenir du Monfred S	"	Sketches in Melody S	6:30
"	P&G Ivory Thomas (79) R	"	Sun Oil Co. 3-Star Extra (33)	6:45
Co-op Headline Edition (53)	P & G Beulah (82)	Fulton Lewis, Jr. (291)	Liggett & Myers Supper Club (162) R	7:00
Co-op Elmer Davis (46)	P & G Jack Smith (83) R	Orchestra	Miles Labs. News of World (143)	7:15
General Mills Lone Ranger (175)	Campbell Soup Club 15 (157)	Gen. Motors Henry Taylor (466)	Music For Tonight	7:30
"	Campbell Soup Ed. R. Murrow (155)	Bayuk Cigars Inside Sports (106)	Pure Oil Co. Kaltenborn (33)	7:45
Norwich Phar. Fat Man (136) R	GF-Sanka Jack Carson (152) R	Nat'l Council of Protestant Epis. Churches	Cities Service Co. Highways in Melody (82)	8:00
"	"	Great Scenes from Great Plays	"	8:15
Equitable Life This Is Your FBI (221) R	G-F Jello Mr. Ace & Jane (153) R	Continental Phar. Corp. Leave it to the Girls	R J Reynolds Co. Jimmy Durante Show (163)	8:30
"	"	"	"	8:45
Bristol-Myers Break the Bank (183) R	Ford Motor Co. Ford Theatre	Nasema Co. Gabriel Heatter (181)	Pabst Sales Co. Eddie Cantor (149)	9:00
"	"	Mutual Newsreel S	"	9:15
Pacific C. Borax The Sheriff (181)	"	Lionel Hampton Show	P & G - Tide Red Skelton (143)	9:30
Ch. Spark Plug Roll Call (215)	"	"	"	9:45
Gillette Safety Razor Co.	Philip Morris Everybody Wins Phil Baker (149)	Co-op Meet the Press (46)	P & G Life of Riley (139)	10:00
Cavalcade of Sports (254)	"	"	"	10:15
"	Coca-Cola Spike Jones (161)	Dance Orch.	Colg.-Palm.-Pond Sports Newsreel (70)	10:30
"	"	"	T B A	10:45

SATURDAY

ABC	CBS	MBS	NBC	
Erale Felice Quartet S	News S Bancroft	Sports Parade	News Summary S	6:00 P.M.
Brownlee Sisters S	Memo From UN	"	Art of Living	6:15
Harry Wismer	Sports Review S	Bands For Bonds	NBC Symphony S	6:30
Communism & One World S	News S Larry Lesueur	"	"	6:45
Treasury Band	Favorite Husband S	Hawaii Calls S	"	7:00
"	"	"	"	7:15
Famous Jury Trials S	R. J. Reynolds Vaughn Monroe (78) R	News	Pet Milk Saturday Night Serenade	7:30
"	"	Met Allen U. S. Army (264)	"	7:45
Johnny Fletcher	Sing It Again S	Ronson Metal 20 Ourstroas (475)	Anacin Hollywood Star Theatre (127)	8:00
"	"	"	"	8:15
The Amazing Mr. Malone	"	T B A	P & G Truth or Consequences (141)	8:30
"	"	"	"	8:45
P&G - Co-op Gang Busters (62)	Winner Take All S	Life Begins At 80	Am. Tobacco Co. Your Hit Parade (160)	9:00
"	"	"	"	9:15
General Electric What's My Name? (164)	It Pays To Be Ignorant Co-op	T B A	Colg.-Palm.-Pond Judy Canova (143)	9:30
"	"	"	"	9:45
Paul F. Beich Co. Whiz Quiz (34)	Hometown Reunion S	Chicago Theatre of the Air S	Colgate-Palmolive-Peet Dennis Day (143)	10:00
"	"	"	"	10:15
Hayloft Hoedown (107) S	Military Ball S	"	R. J. Reynolds Grand Ole Opry (158)	10:30
"	"	"	"	10:45

SUNDAY

CBS	MBS	NBC	
Tell It Again S	Alibis	Univ. of Chic. Rd. Table S	6:00 P.M.
"	"	"	6:15
Longines-Wittnauer Festival of Song	Air Force Show S	First Piano Quartet	6:30
"	"	"	6:45
You Are There S	Co-op Bill Cunningham (210)	N B C University Theatre	7:00
"	Veteran Wants to Know S	"	7:15
N.Y. Philharmonic Symphony	H C Cole Milling Ernie Lee Show (106)	"	7:30
"	"	"	7:45
"	General Foods Sales Corp. Juvenile Jury	Stand. Brands 1 Man's Fam. (150)	8:00
"	"	"	8:15
"	General Foods House Mystery (475)	Miles Lab Quiz Kids (148)	8:30
"	"	"	8:45
Skyway to Stars S	Wilmsn. Candy True Detective (480)	Pillsbury Mills Bob Trout (62)	9:00
"	"	Living—1948 S	9:15
Robert Q. Lewis S	D L & W Coal Co. The Shadow	Jane Pickens Show S	9:30
"	"	"	9:45
Philip Marlowe S	Helbros Watch Quick As A Flash (411)	RCA Victory Show (162)	10:00
"	"	"	10:15

MONDAY - FRIDAY

ABC	CBS	MBS	NBC	
(Not In Service)	P & G Dr. Malone (81)	Co-op Happy Gang	Robt. McCormick Co-op S	6:00 P.M.
"	P & G Guiding Light (85)	Ralston Purina Cbd. Jamboree (158)	Here's Jack Kilty	6:15
Co-op Breakfast in Hollywood	Gen. Foods 2nd Mrs. Burton (66)	Ph. Morris (228) Miles Lab (487) Int Milling (134) Queen For Day	Campbell Soup Double or Nothing (131)	6:30
"	P & G Perry Mason (102)	"	"	6:45
Sterling Drug Bride & Groom (201) R	Toni Co. Nora Drake (151)	Golden Hope Chest	Gen. Mills Today's Children (140)	7:00
"	Manhattan Evelyn Winters (163)	"	Gen. Mills Light of World (61)	7:15
Quaker Oats Ladies be Seated (205) R	Babbitt David Harum (55)	Red Benson Movie Show	P & G Life-Beautiful (145)	7:30
Toni Co. Ladies be Seated (202) R	Miles Labs Hilltop House	"	P & G Ma Perkins (146)	7:45
Pillsbury Mills Galen Drake (213)	Gen. Elec. Houseparty (162)	Heart's Desire S	P & G Pepper Young (151)	8:00
Listen to This S	"	"	P & G Right to Happiness (150)	8:15
Second Honeymoon * S	Armour & Co. Hint Hunt (158) R	Misc. Programs	Sterling Drug Backstage Wife (145)	8:30
"	"	Co-op Johnson Family Scribner (10)	Sterling Drug Stella Dallas (145)	8:45
Co-op Ethel & Albert (51)	Winner Take All Co-op	Misc. Programs S	Sterling Drug Lorenzo Jones (145)	9:00
Co-op Your Story For Today	"	Two-ton Baker S	Sterling Drug Y. Widder Brown (144)	9:15
Quaker Oats Co. Challenge of the Yukon (236)	Treasury Bandstands S	Adventure Parade S	Gen. F'ds When Girl Marries (77)	9:30
"	"	E. J. Brach Co. Superman (12)	Gen. F'ds Portia Faces Life (83)	9:45
General Mills Jack Armstrong (192)	Chicagoans S	Wander Co. Captain Midnight	Whitehall Just Plain Bill (58)	10:00
Derby Foods Sky King * (192)	Miles Lab Alka Seltzer Time (122) R	Ralston-Purina Tom Mix (482)	Whitehall Front Page Farrell (54)	10:15

SATURDAY

ABC	CBS	MBS	NBC	
Bernie George Show S	Toni Co. Give and Take (180)	Smoky Mt. Hayride	Ed. Tomlinson News	6:00 P.M.
"	"	"	Report Europe S	6:15
Fascinating Rhythm S	Armour & Co. Stars Over Hollywood	Time for Melody	Vincent Lope & Orchestra S	6:30
"	"	"	"	6:45
Saturday Session	Columbia Country Journal S	Dance Orch.	Salute to Veterans S	7:00
U. S. Army & Air Force Recruiting Service	"	"	"	7:15
Football "Game of the Week" (250)	Report From Overseas S	Dell Trio	Nature Sketches S	7:30
"	Adv. in Science S	"	Art Van Damme Quintet S	7:45
"	Cross Section USA S	T B A	Greg McCritchie Orchestra S	8:00
"	"	"	"	8:15
"	Football	Horse Races	Musiciana S	8:30
"	"	Music	"	8:45
"	"	Charlie Slocum	"	9:00
"	"	First Church Christ Scientist (183)	"	9:15
"	"	U. S. Tobacco Take A Number (480)	S. C. Johnson Dizzy Dean Sport Show (163)	9:30
"	"	"	J. Morrell & Co. Lassie Show (163)	9:45
"	Make Way For Youth S	Shotwell Mfg. True or False (482)	UN General Assembly	10:00
RR Trainman Dorothy Fuldheim (58)	"			10:15

* EXPLANATORY NOTES

LISTINGS IN FOLLOWING ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS, AND IN SOME INSTANCES, STARTING DATE. S INDICATES SUSTAINING; R REBROADCAST ON WEST COAST; TBA TO BE ANNOUNCED.

ABC

11:45-12 noon Sat., The Buddy Wood Show sponsored by Sessman Brothers for White Rose Products over 11 stations and offered co-op. to rest of network.

6-6:30 PM Mon.-Wed.-Fri., Quaker Oats sponsors Challenges of the Yukon. 6-6:30 PM Tues.-Thurs., Green Hornet serialization.

6:30-6 PM, General Mills sponsors Jack Armstrong and Derby Foods sponsors Sky King Mon.-Fri., rotating programs on alternate weeks. One week Jack Armstrong to Lone Mon.-Wed.-Fri.; following week Tues.-Thurs.; same for Sky King.

6:15-6 PM, Fridays, Smiling Ed McConnell sponsored by Mentle Lampe.

6-6:30 Mon.-through-Thurs. Second Honeymoon; aired 6-6:15 Fri.

11-11:30 AM Mon.-through-Fri., Pillsbury Mills Oct. 4 takes over second of two 15-minute segments of Kay Kyser's College of Fun and Knowledge.

CBS

11:40-11:45 AM Sat.-Sun., Curtiss sponsors W. Spencer News, 150 stations.

5:45-6 PM Borg & Vine Co-op.

6:15-6:30 PM News.

7:00-7 PM Amos 'n' Andy sponsored by Lever Bros. starts Sunday, October 10.

MBS

9:55-9 PM Monday through Friday R. B. Semler sponsor Billy Rose.

9:55-10 PM Monday-Friday, Johns-Manville sponsors Bill Henry, news, 6-6:10.

NBC

10:40-10:50 AM Fred Waring Show sponsored Mon. Wed. by S. C. Johnson & Son, Tue. Thurs. by Amer. Meat Institute, & Fri. by Minnesota Valley Canning Co.

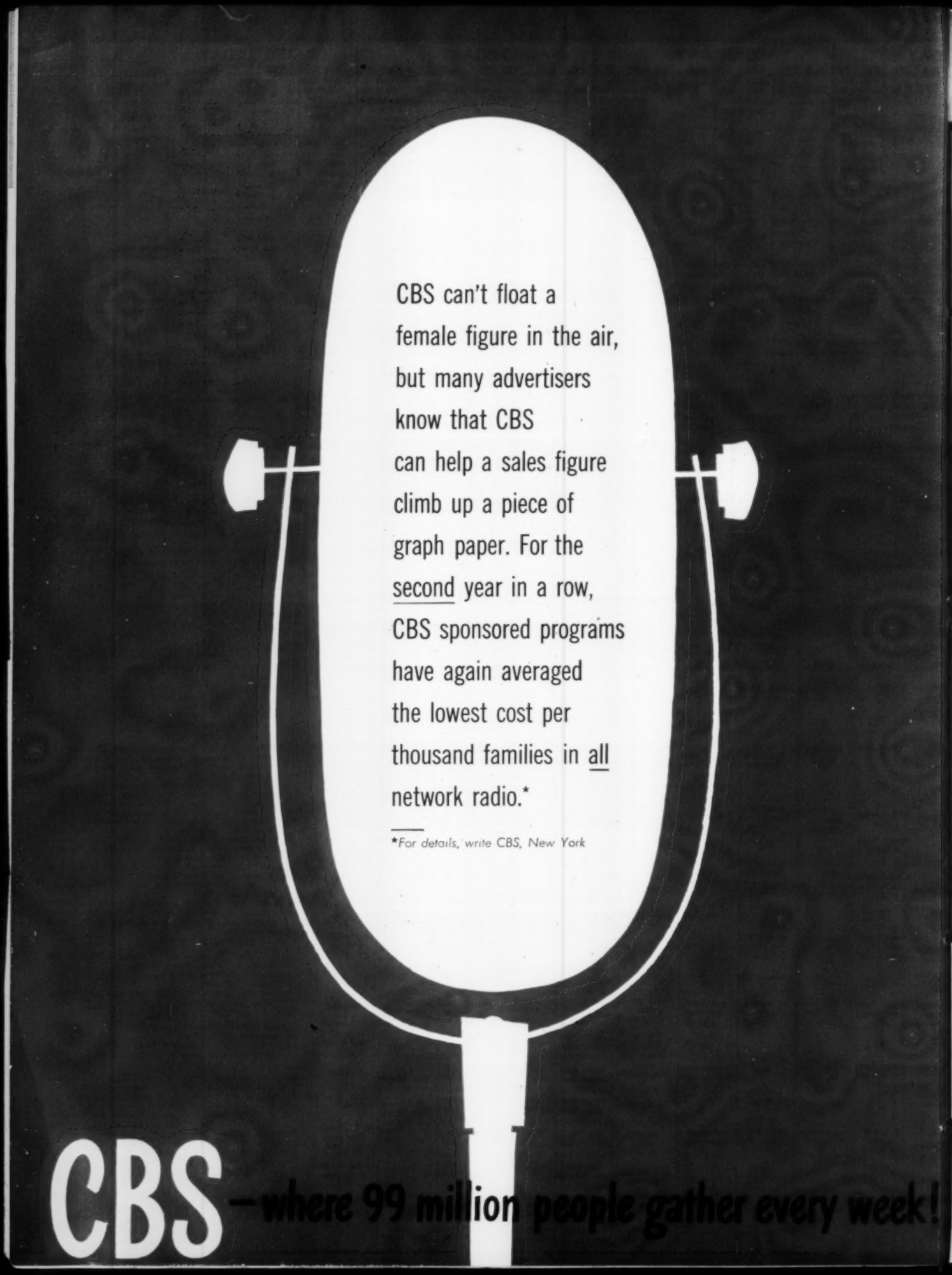
9:30-10 PM Thursday, Festival Brewing sponsors Music from the Heart of Am. on 58 stations.

11:15-11:30 PM Tuesday, Thursday and Saturday, Coca Cola (142)—Morton Downey.

10:30-10:45 PM Henry Wallace through Oct. 15.

10-10:30 Saturday Pet Milk Mary Lee Taylor starts Oct. 23.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING


CBS can't float a
female figure in the air,
but many advertisers
know that CBS
can help a sales figure
climb up a piece of
graph paper. For the
second year in a row,
CBS sponsored programs
have again averaged
the lowest cost per
thousand families in all
network radio.*
*For details, write CBS, New York
CBS – where 99 million people gather every week!

New Business

LEKTROLITE Corp., New York (cigarette lighters), is promoting its new sportsman's Lektrolite via an extensive campaign. Radio and television will be used, but details are not yet set. Bermingham, Castleman & Pierce Inc., New York, is handling account.

CVA Corp. announces, as of Nov. 1, all trade and consumer advertising for Cresta Blanca Wines will be handled by McCann-Erickson Inc., San Francisco.

ARMEN Inc., New York (plastic "Keepsake" novelties), appoints Bliss & Marces Inc., New York, to handle its advertising. Series of television spot commercials on CBS-TV is scheduled.

EDGAR P. LEWIS & SONS, Malden, Mass. (candy manufacturer), starts 13-week schedule of transcribed musical commercials, minutes and chain breaks, over eight New England stations, concentrating on four markets, Boston and Springfield, Mass., Portland, Me., and Providence, R. I.

PEERLESS PEN and PENCIL Co. Inc., appoints LeLand K. Howe Assoc. Inc., New York, to handle its national radio advertising and promotion campaign.

PLANKINTON PACKING Co., Milwaukee, Wis., signed contract for ten minute *Sports Roundup* program immediately following college and professional football games broadcast on WTMJ-TV Milwaukee. This is first time that Plankinton has used television. Agency: Cramer-Krasselt, same city.

ADMIRAL RADIO & TELEVISION to sponsor Notre Dame home games on WTMJ-TV Milwaukee, Wis. Four home games to be carried through facilities of ABC TV network.

COOPER'S Inc., Boston (Cooper's Shorts), to sponsor six 15-minute segments of Sherm Feller's *Club Midnight*, six days a week, and three 10-minute portions of *Sing America Sing*, 7:20-7:30 a.m. Mon., Wed. and Fri. on WEEI Boston. This is firm's first radio venture.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields) Sept. 21 started four one-minute film commercials weekly on W6XAO Hollywood for 52 weeks. Agency: Newell-Emmett Co., Hollywood.

BRITISH AMERICAN OIL Co., Toronto on Oct. 7 for 23 weeks starts Vancouver Symphony Pop Concerts on 9 western Trans-Canada network stations, Thurs. 11:30 p.m.-12:15 a.m. Agency is James Lovick Co., Vancouver.

PECK ADV. Inc., New York, announces it will start radio campaign for The Tailored Woman, New York (dress shop).

McDANIEL'S SALES Co., Oakland, Calif. (industrial refrigeration), has appointed Ad Fried Adv., Oakland, as its agency. Firm plans to use radio.

JAMES J. HARRIS INSURANCE Co., Charlotte, N. C., begins first radio venture with broadcasts of Central High School football games over WBT same city.

FOREST LAWN MEMORIAL PARK, Glendale and Los Angeles, Oct. 13 starts half-hour *Hollywood Bowl Auditions* for 32 weeks on KFI Los Angeles. Agency: Ruthrauff & Ryan Inc., Hollywood.

ALOHA Network in Hawaiian Islands has been added to lineup of MBS stations for *Leave It to the Girls*, sponsored by Continental Pharmaceutical Co., Chicago, for Kryon Reducing Tablets. Other MBS outlets signed last week—WNAC Boston, KVER Albuquerque, WIP Philadelphia and WGST Atlanta. Arthur Meyerhoff, Chicago, is agency.

GILLETTE SAFETY RAZOR Co. of Canada Ltd., Montreal (razor blades), on Oct. 6 brings World Series Baseball Games to 68 Canadian broadcasting stations, piping in from MBS, 12:45 p.m. to conclusion. Agency is Maxon Inc., New York.

MOLSON'S BREWERY Ltd., Montreal (beer), on Oct 4 renews to March

(*Continued on page 42*)

KDYL Scores Another "First"

The Scene: Utah Open Golf Tournament at Fort Douglas Country Club, this year.

The Action: KDYL's mobile cameras pick up complete play from the 18th tee to the 18th hole. Sixteen staff members of KDYL-W6XIS on location to provide the sort of coverage that brought enthusiastic audience response all during the four-day tournament.

The Significance: For the first time, a golf tournament — most difficult of all sports events to cover—was telecast. Here is another example of the alert, aggressive approach that marks KDYL-W6XIS television programming. It is the sort of timely and spectacular coverage that's making everybody in Salt Lake City talk about television!

National Representative:
John Blair & Co.

KDYL
W6XIS
UTAH'S NBC STATION

Voice From England

EDITOR, BROADCASTING:

I have found the "Major Radio Market Studies" very interesting. I am eagerly awaiting the sixth in the series.

Peter B. Jones
Watford, Hertfordshire
England

* * *

Sees School Use

EDITOR, BROADCASTING:

Manchester College is now expanding its radio department. In this expansion, I have beeen added to the speech department to . . . teach radio courses and control operations of the campus station, WMIB (North Manchester, Ind.).

Having worked in commercial radio . . . I know the value of your publication, BROADCASTING, to those connected with the radio profession. I am anxious to acquaint the many radio enthusiasts here with your excellent manual . . .

Milton Bohard
Professor of Radio
Manchester College
North Manchester, Ind.

* * *

Spectrum Congestion

EDITOR, BROADCASTING:

In surveying the future prospects of the broadcasting industry . . . this "small station" operator would like to express a few thoughts . . .

A great many of us invested heavily in FM in the belief that what we know as "Standard" broadcasting was to become a thing of the past. Now, we awake to find that the spotlight has been neatly eclipsed by the new boom toward television . . .

Now, it appears that there is not sufficient spectrum space to accommodate all of the television carriers required . . . We feel that FM is good, and that television is good . . . a way must be found to relieve *spectrum congestion* . . .

Why not give consideration to something like this:

1. We want FM to continue. We'd like to see *every* town have an FM station. Due to the short-range characteristic (under normal conditions!) of the 100 mc band, together with the weak-carrier-adjacent-rejection accomplished in the FM receiver that is properly designed, many FM stations can be successfully allocated without interference.

2. We KNOW that television will be popular, and of inestimable public value in such things as news, education, and in politics. We also KNOW that it's EXPENSIVE . . . and requires a large pot of money to keep it going. (How many programs do you think can be sold in the small market?)

3. To have FM *and* television, as both systems are now devised, we need TWO transmitting systems, *both* costly and complicated.

Why would it not be more efficient and more economical to OMIT the SOUND from the television transmitter, using instead the video signal alone, and use a regularly assigned FM frequency for the SOUND? It's known that the range of television is very limited. We know that the lower frequency television channels are subject to sporadic long-range reflection, with consequent greater liability of offensive disruption of the picture. Therefore, why not move television to the 900-1,000 mc range, restrict it to video transmission only, and use a regular FM channel for the sound?

Consider the program and operational economy: The FM will usually be running 18 plus hours daily. The television program only during limited hours. Why not program merrily along, via FM-SOUND, and the separate VIDEO, so that the listener can enjoy it either by AUDIO alone, or if he chooses, by *both* SOUND *and* VIDEO. Both the non-television consumer, and the owner of a video set, will receive full entertainment value from the program . . .

Would it not be a more simple, *uniform* procedure, to allocate FM channels efficiently with regard to greatest potential occupancy without the interference of the adjacent-channel nature which so sorely plagues our "standard" channels, PLUS an *automatic* providing of semi-microwave space for the accompanying VIDEO channel?

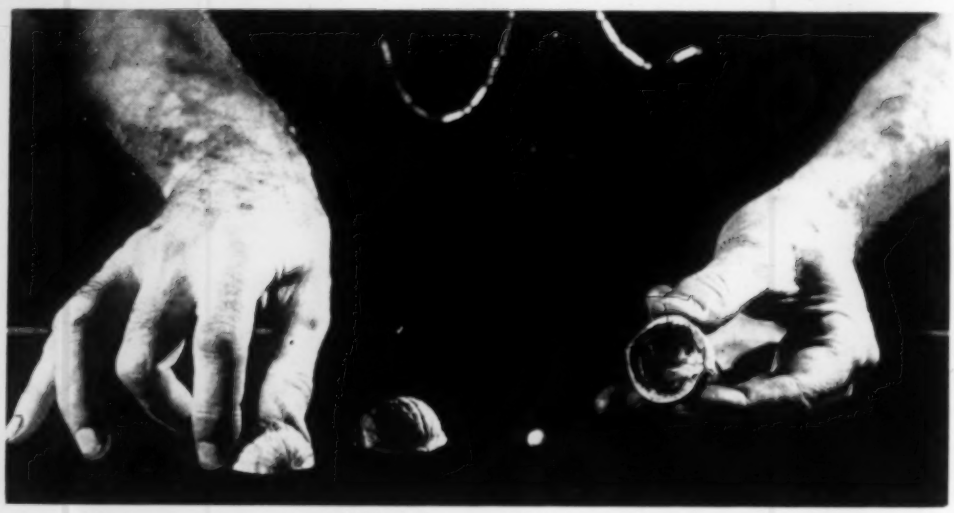
The thoughts expressed herein may not constitute the solution to an ever-growing problem. However, they ARE my views regarding it, and I sincerely invite UNBIASED comment . . .

L. D. Clough
General Manager
KLUF Galveston, Tex.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Found... a way to take 'guess' out of selling in Nashville!



WSIX has proved its sales ability to dozens of advertisers. And year after year these national, regional and local sponsors keep getting *results they can measure* from WSIX's 60 BMB counties. 1,321,400* people in that coverage area spent $654,888,000* last year in retail stores alone. Go after your share via WSIX.

* *Projected from Sales Management, May, 1948.*

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

BETTER BUY WSIX

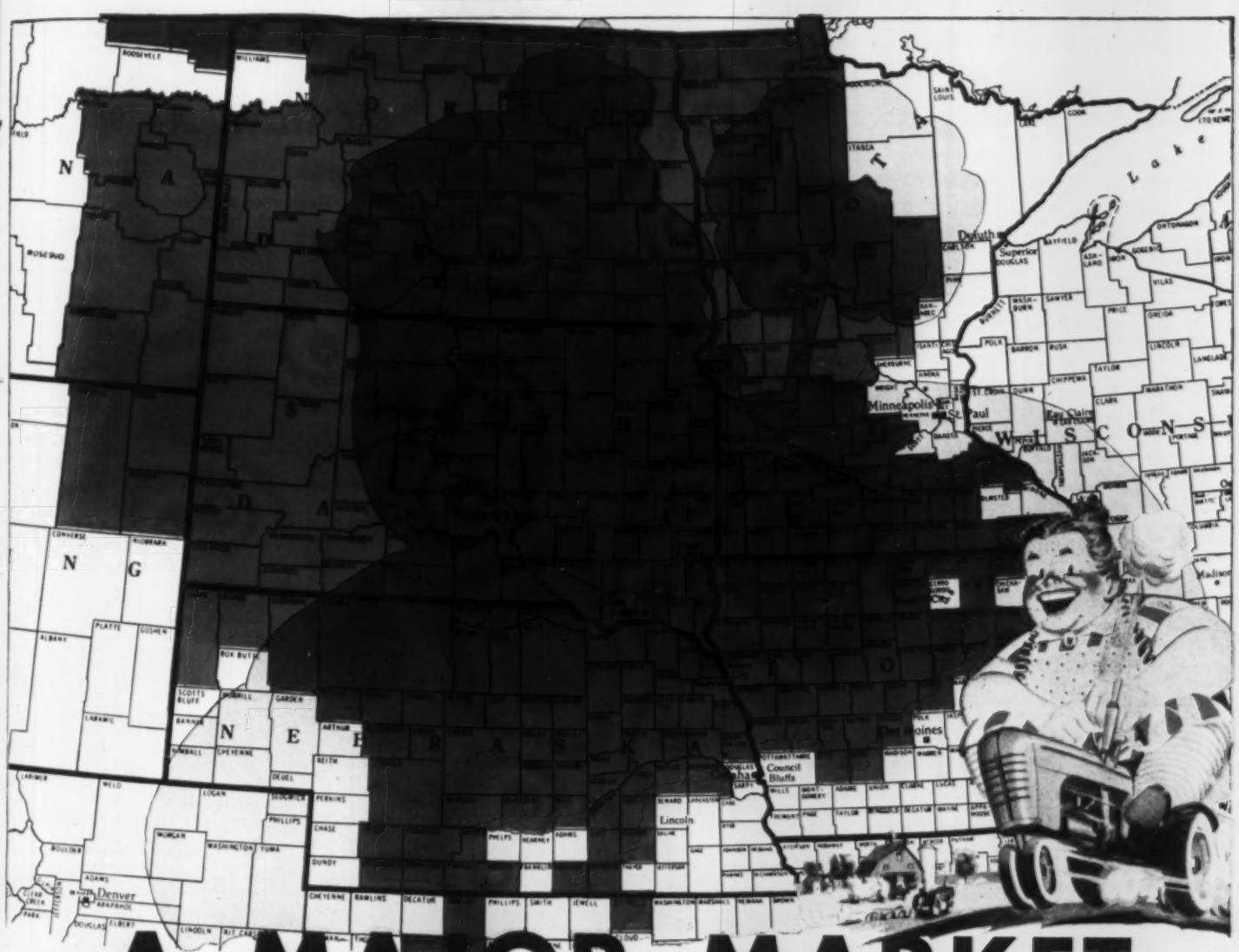
ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC

National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

KNOG to Don Lee

KNOG Nogales, Ariz., has joined Don Lee Network as part of Arizona Network. The 250-w station operates on 1340 kc. Samuel Marcus is owner-manager.



A MAJOR MARKET

dominated by *Big Aggie*

Big Aggie's influence extends over 308 counties (BMB station audience survey)--The richest agricultural area in the world. Farm folks in these counties within Iowa, Minnesota, Nebraska, North and South Dakota accounted for $2,680,220,000 in *net* farm income for 1947.* This bulging bundle of cash does not include the farm income of Big Aggie's BMB counties in Kansas, Montana, Wyoming and Canada.

*Copr. 1948, Sales Management Survey of Buying Power; further reproduction not licensed.

Let Big Aggie sow your advertising dollars in this rich major market. You'll reap a harvest of profitable sales and lasting goodwill. Any Katz man can show you that *Big Aggie gets results.*

WNAX

A Cowles Station
Affiliated with ABC
570 KC — 5,000 WATTS
SIOUX CITY — YANKTON

Telestatus

(REPORT 27)
BBC TELEVISION—1948

ENGLISH television broadcasting in the summer of 1948, two years after the resumption of video broadcasts following a seven-year wartime layoff, consisted of one TV station. It is located at Alexandra Palace on a hilltop some 300 feet above sea level overlooking the northern suburbs of London.

Here are located the video and audio transmitters, two studios, workshops, staff accommodations, etc., and the 300-foot tower from which the TV programs are sent out for a nominal radius of 40 miles. Actually, the BBC reports, many viewers enjoy regular program service at distances of 60 miles and more.

Like sound broadcasting in Britain, video program service is a BBC monopoly, provided without benefit of advertising and supported by license fees paid by set-owners.

As of Aug. 1, television receiving licenses totaled 58,250, with the actual number of home video sets believed to be considerably in excess of that number. Explanation given for fewer licenses than TV sets is that the owner of a sound broadcasting receiver who purchases a television set is apt to wait until the expiration of his annual "wireless" license before applying for a new one for video. This procrastination is encouraged by the fact that a TV receiving license costs $4 a year, twice the fee for the aural set. Issuance of 2,350 TV receiver licenses in June and 3,400 in July, however, gives ample indication that Londoners, like inhabitants of U. S. cities with video program service, want to have it in their own homes and that the annual $4 license fee is a weak deterrent. British sets, incidentally, cost around $200 on the average, being cheaper to make than those in the U. S. because they have to tune in only one channel in place of the widely-separated 12 channels allocated for commercial video service in this country.

Slight Variation

The BBC Television Service broadcasts vision on 45 mc, sound on 41.5 mc, operating on the Marconi-EMI system with a definition of 405 lines per picture, interlaced to provide 50 frames a second. This is somewhat below the U. S. standard of 525 lines, interlaced to 60 frames a second. Observers of both systems have stated that the British picture compares favorably with the American, although, without a chance to watch the two systems side-by-side, no absolute comparison is possible.

BBC video programs are broadcast daily, including Sundays, both afternoons and evenings, the normal schedule including an hour's telecast from 3 to 4 p.m. and an evening program from 8:30 to 10. A demonstration film is broadcast from 11 a.m. to noon each weekday morning for the benefit of dealers who want to show sets in operation to prospective buyers.

July BBC video schedule totaled 127 hours and 20 minutes of air time, including 22 hours of demonstration films. Remainder of the month's telecasts breaks down into program categories as follows:

	Hrs	Minutes
Children's	6	30
Commentary		45
Drama	39	25
Education	6	55
Musical	3	15
News	8	30
Quiz		30
Sports	27	30
Variety	9	45
Miscellaneous	2	30

That breakdown indicates some of the differences between British and American video programming. Sports, for example, take up the largest part of television time in this country while in Britain in July this type of program ranked a poor second to dramatic productions. And it is probable that sports would rank even lower in most months as the BBC's video schedule in July included 12 hours of tennis matches from Wimbleton and 12 hours, 45 minutes, of pick-ups from the Olympic Games, which started in London on July 29.

The BBC went all out for its video, as well as radio, coverage of the Olympics, assigning a special video crew of nearly 100, including 13 commentators, 13 production men and 60 engineers, to these events. Camera installations were made both at Wembly Stadium and the adjoining pool, with a television interviewing studio and a control room also set up on the grounds. Some 15,000 yards of coaxial cable were laid between the broadcasting center at Wembly and mid-London, with a radio link in reserve as a safeguard against cable breakdowns. About 50 hours of video time were scheduled for the Olympics coverage, averaging between three and four hours a day.

Dramas Rate High

But, despite the emphasis on sports during the Olympic period, the video schedule included an hour and a half of studio programs daily, particularly dramas, the most popular type of program with British audiences and the class given the most air time by the BBC television service. These dramatic offerings run the full gamut from homespun comedies to such high tragedy as Eugene O'Neill's "Mourning Becomes Electra," which because of its length was presented in two installments, the opening 90 minutes on Sunday, the concluding 105 minutes on the following Thursday.

While most dramatic productions run about an hour and a half, this is not considered the absolute maximum if producers feel more time is needed. James Parish's "Distinguished Gathering," broadcast July 8, occupied two hours and a quarter of air time, from 7:15 to 9:30 p.m. Frequently, the BBC repeats a play several nights later for the benefit of those who may have missed the original telecast.

Space Limitations

Such repeats also serve the useful purpose of providing a program without tieing up the limited studio space for rehersals, a problem that is just as pressing in London as over here. The BBC at present has two television studios, each measuring 70 feet by 30 feet and 25 feet high. Studio A has four camera channels; Studio B has three. Camera rehearsals are usually possible only for a few hours before the actual broadcast.

Some of the BBC dramatic productions are extremely elaborate by American video standards. Last month's production of "King Lear," for instance, called for 17 sets. One scene, the great hall of Gloucester's castle, operated on two levels, with cameras mounted on cranes to show scenes in the gallery overlooking the hall itself. This program was broadcast in two parts each being repeated on two evenings, Part One on Aug. 22 and 25, Part Two on Aug. 29 and Sept. 2.

Stage and screen artists make frequent appearances in the BBC's video productions, but it has been handicapped in its variety shows because many of the music hall performers have contracts prohibiting television appearances.

The BBC film unit prepares two 15-minute newsreels a week, the Monday edition being repeated on Wednesday and the Friday edition being repeated on Saturday. A weekly composite edition newsreel is also broadcast each Saturday from 11 a.m. to noon, replacing the demonstration film on that morning. Each evening's video program concludes with a 15-minute news cast, sound only, broadcast on the television sound channel. Feature films of regular motion picture producers are, for the most part, not available for video use in England.

Report on Germany

Noteworthy among July's non-dramatic BBC telecasts were a documentary report on Germany, filmed by German cameramen under the direction of a BBC documentary producer and film supervisor; the *Inventors' Club*, a half-hour program of new inventions displayed and demonstrated by their inventors; and a cross-word puzzle program.

While limited to one station at present, the BBC television service ultimately expects to cover all the main cities of the country. Work has already begun on the first provincial station at Sutton Coldfield near Birmingham, and a contract has been placed for a radio link and a special cable to carry programs from Alexandra Palace to the new station.

The progress of the BBC's television activity is guided by a television advisory committee, headed by Lord Trefgarne, which makes recommendations to the Postmaster General on such matters as extending the service to other parts of the country or the adoption of higher standards. The Postmaster General's recent announcement that the present video standards would remain in force for some years to come [BROADCASTING, Aug. 30] followed recommendations of the committee that no change be made at this time. Committee includes representatives of the British Treasury, Post Office, Board of Trade, Ministry of Supply and Department of Scientific and Industrial Research, as well as the BBC.

ANIMATED PLUGS
Plan 'New Sound' Commercial
For Willson, Quintet

A NEW type of commercial featuring Meredith Willson and his five "talking people" who talk, sing, hum and emote as one, is heard on the three programs sponsored by General Foods, New York, (Jello) through Young & Rubicam, New York, which started Sept. 30.

The device based on a Greek chorus theme includes in addition to Mr. Willson, Betty Allen, John Rarig, Bob Hanlon, Norma Larsen Zimmer and Mazwell Smith.

The sextet is heard on *The Aldrich Family*, Thursday, 8-8:30 p.m. on NBC, on *Mr. Ace & Jane* Friday, 8:30-9 p.m. on CBS and on the *Meredith Willson Show*, Wednesday, 10:30-11 p.m. on ABC.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

In Maryland, its WMAR-TV for Authenticity

Some people might call "Pick" Temple a hillbilly singer. Actually, Mr. L. Parker Temple is one of the country's foremost authorities and singers of authentic American ballads.

Now appearing regularly in studio productions of WMAR-TV, "Pick" Temple brings televiewers all the robust color of the authentic ballads this country has made famous.

He has collected hundreds of American folk songs and has recorded a number of them for the Library of Congress. "Pick" Temple has no longing to take to the open road with a "gittar" in hand. He would much rather track down an old folk song in the musty shelves of the Folklore Archives of the Library of Congress.

"Pick" plays and sings entirely by ear—as do most of the famous balladeers. And nothing makes him happier than to share his fun with famous old folk songs with WMAR-TV's audience.

"Pick" Temple's folk songs are just one facet of the selected programming now being presented by WMAR-TV to the growing audience throughout the Chesapeake basin—one of the most productive areas in the nation.

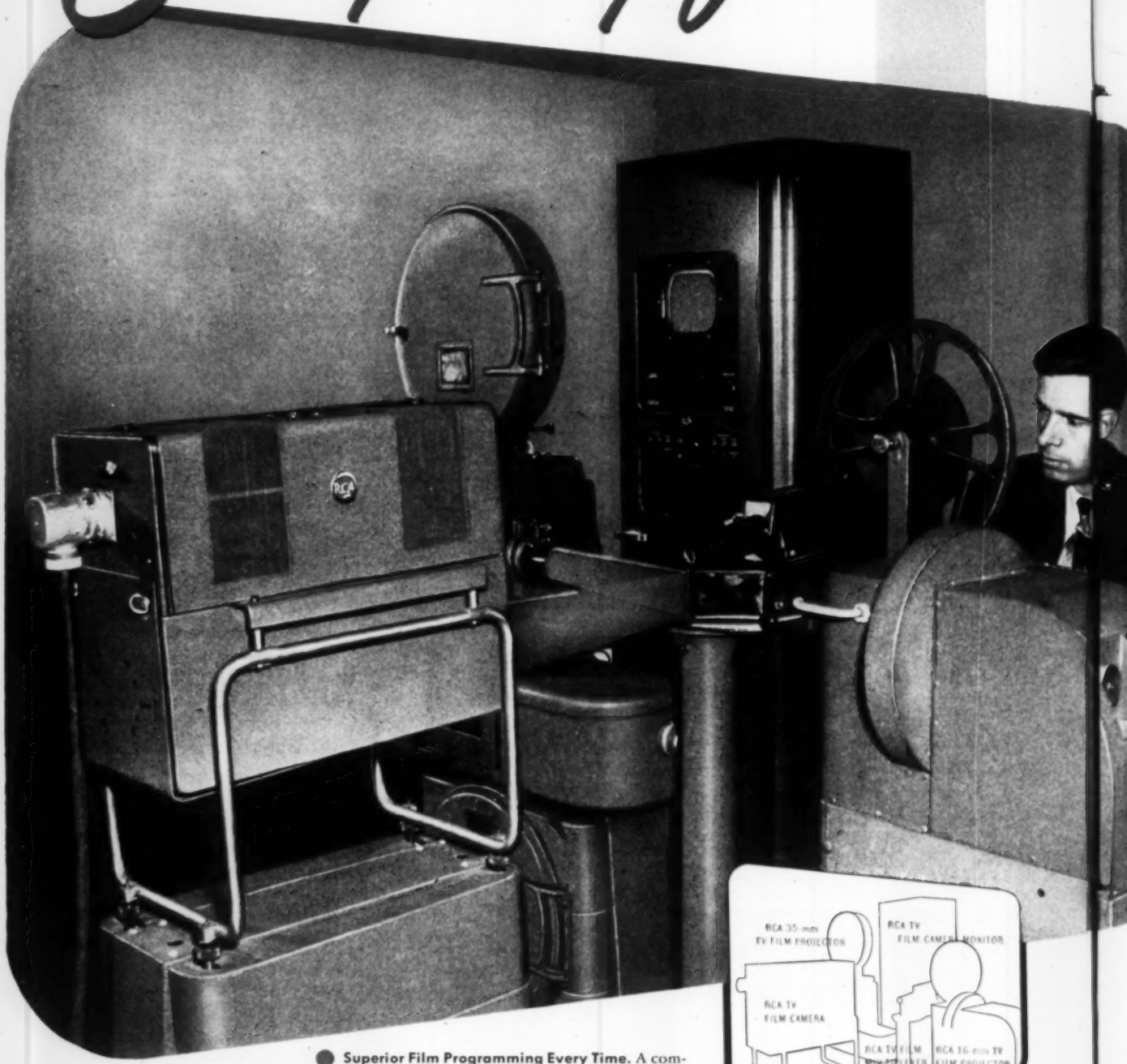
Represented by

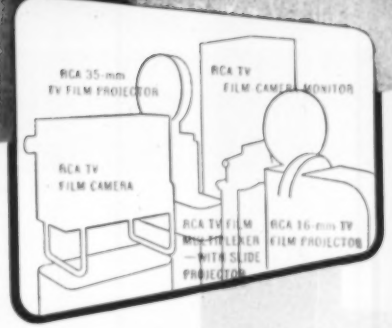
THE KATZ AGENCY, Inc.

500 FIFTH AVENUE · NEW YORK 18, N.Y.

DETROIT PUBLIC LIBRARY

Everything for TV...





● **Superior Film Programming Every Time.** A completely equipped TV film-projection room by RCA —one of nearly 10 different combinations now being delivered to more than 50 television stations throughout the country.

entire film-projection rooms,

for instance —

YOU are looking at a complete film projection room for a typical small television station—one of nearly ten different "all-RCA" combinations now being delivered to more than fifty stations throughout the country.

As reliable and practicable as the projection room of a modern theatre, this simple, integrated equipment is designed to handle film program material of every description—station identification slides, newsreels, commercial announcements, shorts, feature films, cue-ins for live-talent shows, etc. *And one operator can run it!*

All-RCA from floor to ceiling, the installation includes everything needed to produce bright, flickerless, dependable television pictures: A TV film camera; A new 35-mm film projector; A 16-mm film projector; A multiplexer for using two projectors with *one* film camera; and rack-mounting power supplies, amplifiers, and monitor. Projector switching for the entire room is under finger-tip control from the room itself—or from the studio control room.

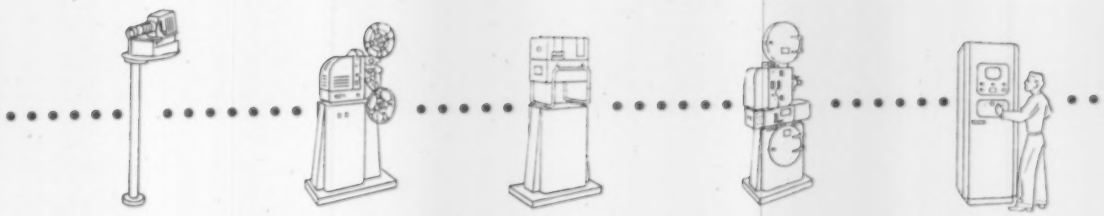
Why the extraordinary acceptance of RCA film projection equipment by more than 50 television stations?

Because all RCA projection units are unified and designed to work together in any combination . . . enabling each station to select just the proper units for its special needs and budget. Because RCA makes it practical for a station to start small and add projection units as it grows—without discarding any of the original equipment. Because RCA makes everything required in a television film-projection room—and accepts complete responsibility for the over-all performance of the equipment. Because each station layout is planned *correctly from the start,* by television experts who understand the business thoroughly.

• • •

No need for expensive experiments with your own film-projection room . . . if you let an RCA Television Specialist help you with the planning. Call him. Or write Dept. 19 JA, RCA Engineering Products, Camden, New Jersey.

The One Equipment Source for Everything in TV—is RCA



RCA Multiplexer, Type TP-9A. Produces uninterrupted projection of multi-reel films with only *one* film camera. Complete, with slide projector for station breaks, commercials, etc.

RCA 16-mm Film Projector, Type TP-16A. Popular low-cost projector. Self-contained. Simple. Low cost. Enables *any* station to use the film programming now available. Produces brilliant pictures and high-quality sound.

RCA Film Camera, Type TK-20A. A high-contrast film camera having unusual stability. It is used with either 16-mm or 35-mm film projectors, and slide projectors.

RCA 35-mm Film Projector, Type TP-35A. Projects sharp, flickerless pictures—and high-fidelity sound. Brilliant light output with negligible heating of film and film gate. Can project single frames as stills.

RCA Film Camera Monitor Rack. This is the control center of the projection room. It houses the amplifiers, all necessary rack-mounted power supplies, and the kinescope for viewing the film pictures.

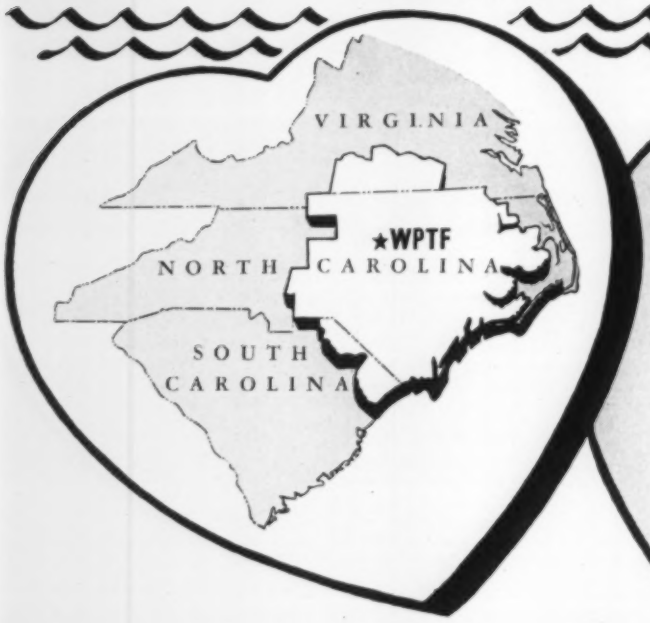
TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

The Greatest Love Story



WPTF

RALEIGH, NORTH CAROLINA

8 Times More People Listen To WPTF In This Market Area Than Nearest Competitor

The greatest love story in Radio Diary history was uncovered by Audience Surveys, Inc., in their 1948 LISTENER DIARY STUDY of WPTF's 62 county, 50% or more day and night BMB coverage.

Here's the tale of listener devotion in brief:

Listeners prefer WPTF over all competition at all times. WPTF ranks first in audience in every single broadcasting quarter-hour from sign-on to sign-off, seven days a week!

In the evening, WPTF is a 7 to 1 choice over its nearest competitor, and a 13 to 1 over its second closest competitor.

In the daytime, WPTF is a 9 to 1 choice over its nearest competitor, and a 13 to 1 over its second closest competitor.

For the entire week (day and night) WPTF is first station by 8 to 1.

Complete details on 1948 LISTENER DIARY STUDY *available from* WPTF *or* FREE & PETERS, Inc. *Findings include sets-in-use, station ratings, share-of-audience, net weekly audience, audience flow and composition by quarter-hours.*

MORE PROOF THAT . . . The Number One Salesman In North Carolina, The South's Number One State, Is . . .

WPTF

Raleigh, North Carolina

50,000 WATTS NBC AFFILIATE

NATIONAL REPRESENTATIVES: **FREE & PETERS, INC.**

BROADCASTING
TELECASTING

Vol. 35, No. 14 WASHINGTON, D. C., OCTOBER 4, 1948 $7.00 A YEAR—25c A COPY

FMA SPEEDUP

Hinterland Members Inject Shot in Arm

By BILL THOMPSON

IF FMA's pulse is stronger today, thank a group of FM practitioners from the hinterland who refused to let the patient die.

Most of the 300 odd members who attended FMA's convention last week in Chicago came to town to cash in their FMA chips, it was said. They felt they couldn't carry on without vigorous support from certain metropolitan members who purportedly had let them down.

This majority did not include, however, a dozen or so seasoned FM campaigners from such towns as Fremont, Ohio, Burlington, N. C., Bridgeton, N. J., Council Bluffs, Iowa, Ithaca, N. Y., Crawfordsville, Ind., Beckley, W. Va., Allentown, Pa., Evanston, Ill., and Oklahoma City. It was men from these smaller centers—plus Retiring President Everett L. Dillard —and Executive Director Bill Bailey, both from Washington, D. C., and Treasurer Thomas F. McNulty, of Baltimore—who were credited with "saving" FMA.

New Directors Named

The rank and file of the association acknowledged its "Main Street" leadership by electing as new directors for three-year terms Matthew H. Bonebrake, KOCY-FM Oklahoma City; Robert F. Wolfe, WFRO-FM Fremont, Ohio; Edward A. Wheeler, WEAW Evanston, Ill., and Lee McCanne, vice president of Stromberg-Carlson Co., Rochester, N. Y. Frank Gunther, vice president of REL, was reelected for a three-year term, and Marion Claire, WGNB Chicago, and Morris Novik, Unity Broadcasting Corp., New York, for one year each.

The new directors, in turn, named as president William E. Ware, KFMX Council Bluffs, and as vice president E. Z. Jones, WBBB-FM Burlington, N. C. Emil J. Hodel, WCFC Beckley, W. Va., was reelected secretary, and Mr. McNulty, treasurer.

Chairman of the resolutions committee was R. B. Gervan, of the Rural Radio Network, from Ithaca, N. Y. This group drafted 15 measures, all of which were ratified by unanimous vote. Delegates regarded as most important resolutions placing FMA on record as favoring use by stations duplicating AM and FM programs of the combination station identification call letters, a request that FCC adopt a rule prohibiting the filing of new applications for FM facilities by those abandoning CP's within the previous two years, and a recommendation that FMA be expanded to include as associate members dealers and other business organizations.

Following his election, Mr. Ware said his first act would be to appoint committees to work more closely with manufacturers and newspaper publishers, as well as a group to look after special needs of non-commercial stations. He said the new officers and directors contemplated no change in the FMA staff, headed by Executive Director Bailey.

Mr. Dillard sounded the convention keynote in his opening address when he called for a "narrowing of the issues to those problems which are primarily of interest to FM and on which no one else can take a strong affirmative stand."

"FMA is diverting its energies if it attempts to duplicate or parallel the trade services of other organizations," he declared. "If we are to continue to serve in the vigorous promotion of FM, the membership must chart its course by defining a clean-cut policy procedure."

Picking up the thread where Mr. Dillard left off, FCC Chairman Wayne Coy told a Monday luncheon session (see separate story page 23) that the convention "can mark a turning point in FM —and, as a former member of FMA, I share your hopes and aspirations."

Reassured by Mr. Coy, the small-town FMers went into high gear during the afternoon. State Senator Elmer Wene of New Jersey, owner of WSNJ-FM Bridgeton, lauded the FCC chairman as "open minded" and said he was confident he could go to the FCC in the future and get "the fullest consideration." He told how his station had placed FM receivers in selected places where large groups assemble.

D. E. Payne of WELL-FM Battle Creek, Mich., reported his station has inaugurated a plan to acquaint store clerks—"those who do the selling on the floor"—with FM. He observed that most dealers are FM-educated, whereas the salesmen are not.

During a discussion of "FM Complaints," Mr. Ware disclosed he pays repairmen to balance FM sets in homes so that his station won't be blamed for imperfect reception. Mr. McNulty said his station airs a weekly talk on the technical side of radio and FM "in lay language." J. Frank Knebel, WFMU Crawfordsville, Ind., said he puts up the antenna for a dealer to insure good reception.

Mr. Wolfe favored doing every-

(Continued on page 22B)

NEW officers of FM Assn. (l to r) are: Thomas F. McNulty, WMCP Baltimore, treasurer; E. J. Hodel, WCFC Beckley, W. Va., secretary; William E. Ware, KFMX Council Bluffs, Iowa, president, and E. Z. Jones, WBBM-FM Burlington, N. C., vice president.

KEYSTONE

Hooper Study Announced

AN AMBITIOUS project to provide Hooper listening area coverage indexes for the 355 small-market stations of the Keystone Broadcasting System was announced to BROADCASTING last week by Michael M. Sillerman, KBS president.

Mr. Sillerman said that C. E. Hooper Inc. had been engaged to produce the studies which he described as a refinement of BMB data and a more detailed reflection of small station influence.

Mr. Sillerman said that until Mr. Hooper's development of the listening area coverage index, no survey that was economically or physically practical provided detailed measurements that "reached into the counties."

The telephone coincidental technique, for example, was inadequate, he said, owing to the inaccessibility of rural homes and the technical shortcomings of rural telephone service. The Hooper listening area coverage index surveys will be done entirely by postcard ballot.

Pilot studies have already been completed by Hooper for three KBS stations, Mr. Sillerman reported, and they have shown variations in the comparative rank of stations in given areas from those in BMB ratings. The studies were done for KTEM Temple, Tex.; WEBQ Harrisburg, Ill., and WAYX Waycross, Ga.

Basis of Choice

KTEM and WEBQ were selected for the pilot studies because each is an area where big stations also are clearly heard, and WAYX was picked for the reverse reason—power stations outside its area are not well received there.

Mr. Sillerman said that KBS had regarded BMB figures as inadequate because the system's characteristics tend to favor powerful stations.

A big station may rank favorably in BMB figures, for example, because it carries one show which gains wide listening, Mr. Sillerman asserted. That single popular program may be enough to land the big station in top BMB order which is based on once-a-week listening, he said.

At the same time, a small station may be listened to oftener in its area, but enjoys no greater rank on that account in BMB figures than the big one, he said.

The Hooper listening area cov-

(Continued on page 56)

PER INQUIRY THREAT

NAB Counter Moves

ADOPTION of a program designed to meet the recent surge of per inquiry and time-chisel offers [BROADCASTING, Sept. 13, 27] will be taken up by the NAB Sales Practices Subcommittee, which meets in Washington Oct. 25-26.

New approach to the problem will be sought, possibly calling for cooperation of sponsors and agencies in wiping out the practice. The full Sales Managers Executive Committee meets at the same time, and may have recommendations for the board's mid-November meeting.

An agency recognition idea has been floating around NAB for years and has had considerable support, but never enough to justify its launching. Pressure on stations by free-time interests may force its creation, according to J. Allen Brown, NAB assistant director of broadcast advertising.

Mr. Brown has written Sales Practices Subcommittee members about the growing list of free-time proposals, reviewing NAB's official stand on the matter and pointing to the interest aroused by publication in BROADCASTING of a list of companies indulging in the practice.

Chairman of the subcommittee is John A. Kennedy Jr., WHAM Rochester. Other members are John A. Toothill, Burn-Smith Co.; J. Robert Gulick, WGAL Lancaster, Pa.; John M. Outler Jr., WSB Atlanta; Craig Lawrence, WCOP Boston.

The free-time and p. i. problems are expected to come up in sales discussions during the three remaining NAB district meetings, the first opening Oct. 4 in Fort Worth. Maurice B. Mitchell, new NAB director of Broadcast Advertising, will make the circuit, taking up sales trends with station executives.

Formal opposition to p. i. and time-chisel schemes centers around a resolution adopted at the 1946 NAB convention. Since the resolution appears to need implementing, judging by the views of many NAB and industry officials, the Sales Practice Subcommittee may come up with a stronger device in time for NAB board consideration at the mid-November meetings.

NAB's position has been weakened by action of its legal department in opposing publication by the association of the names of firms practicing p. i. and free-time techniques. This legal stand is based on fear of damage suits by those whose names would be used, it is understood.

Many stations have written NAB to protest a free-time proposal by Mutual Life Insurance Co. of New York. The company has developed a four-page plan to secure free radio publicity. The plan was sent to its field force under the title, "A New Plan for Local Radio Publicity."

"The success of the plan, and its benefit to you in your own community, will depend largely on your cooperation," Gifford B. Reeves, second vice president, informed Mutual Life field men. The plan involves a 15-minute dramatic script on a health topic to be offered "free of charge" to local radio stations throughout the country "for their voluntary use as a public educational service."

The letter continues:

Two things should be borne in mind in connection with the plan. First, the Mutual Life will not pay for time cost. Free time must be given by the stations. Secondly, because time is donated by the stations, we cannot expect a "commercial," but merely a mention of the company's name at the beginning and end of each program. However, this will have a great institutional value for the company, because it will keep our name constantly before the public and associates us with service to the public in the health field.

Since many insurance companies buy radio time, broadcasters point to the reaction that would come from insurance advertisers if station time were donated to one company.

STROTZ WILL ADDRESS AAAA COUNCIL OCT. 8

A CLOSED management meeting, centering on agency problems, will open the day-long conference of the Central Council of the AAAA Oct. 8 in Chicago's Blackstone Hotel. That evening Sidney N. Strotz, vice president in charge of television for NBC, will give the main address, "Let's Look at Television." Fergus Mead, chairman of the Council and vice president of the Buchen Co., Chicago, will be toastmaster.

In the afternoon, after a closed luncheon session for the management group, an expected 300 agency people will sit in on a regular business meeting scheduled for three and one-quarter hours. Discussion particulars have not been disclosed.

In This Issue . . .

FM Assn. Speedup Launched	21
Keystone Coverage Index Plan	21
NAB Maps Per Inquiry Counter	22
NARSR Puts Spotlight on Spots	22
Preparedness Conversion Plans	22A
Video Freeze Ordered by FCC	22A
Bright Future Seen for Transit FM	23
FMA Gets AAAA Reactions on FM	23
FCC Hearing Calendar	24
Program Ideas to Germany	24
Accord Near in AFM Fight	25
ASCAP May Sue Over Back Fees	25
WPIX-IBEW Television Tangle	25
WHAS Sale	26
Warner Writes on Radio and TV Law	40

Navy Industrial Assn.

HERBERT H. ROGGE, Westinghouse Electric Corp. vice president, has been elected board chairman and a trustee of the Navy Industrial Assn. Frank M. Folsom, RCA executive vice president, was elected president of the association, and F. R. Lack, Western Electric vice president, was named a trustee. Elections were held during the group's fifth annual meeting in New York on Sept. 29.

SPOTLIGHT ON SPOTS

NARSR Views Scope

NATIONAL Assn. of Radio Station Representatives last week began an industry-wide mailing of its first promotion on spot radio. The piece is a crisp, eye-catching, illustrated booklet titled *Spot Broadcasting Lets You Decide.*

Mr. Flanagan

Representing the first concrete, co-operative presentation of 25 leading station representatives who banded together last fall to form the NARSR, the booklet will go out in a mailing of 12,500 to agencies, advertisers, timebuyers, FCC, NAB, college marketing departments, and "everybody else who ought to know the story of spot radio."

Prepared by O'Brien & Dorrance, under the direction of T. F. Flanagan, NARSR managing director, the booklet defines spot broadcasting as: "Any use of the nation's radio stations by a national advertiser on a selective market basis."

This NARSR definition is expanded as follows: "It can be a two hour game . . . a full hour dance band . . . a half hour mystery drama . . . a quarter hour news roundup . . . a five minute weather report . . . a ten word time signal . . . or a participation on a homemaker's program."

The NARSR booklet takes issue with the phrase, "average radio family," declaring that such a family doesn't exist. Says the NARSR: "There's no such thing, if you look closely. People have different living habits, different buying habits, different listening habits. And, accordingly, a single good listening time for the whole nation is as non-existent as the Unicorn. Differences in time zones, climates, occupations, regional preferences—all create differences in living patterns. Not only are people different in different places—but the same people may be different at different times of the year. . . . There just isn't any listening time uniformly good across the whole country. But spot broadcasting takes positive advantage of those very differences in listening habits."

The NARSR presentation continues: "Spot broadcasting lets you select the markets that are most likely to want your product. You can go where the best potential sales are, make every advertising dollar score, and never know the extravagance of waste circulation. Because . . . spot broadcasting lets *you* decide . . ."

Hooper Reports Cited

Hooper city reports are quoted in the booklet to bolster the NARSR point that listener reactions vary widely in different localities. "Jack Benny gets a healthy 26.8 in Des Moines, but in Memphis he drops to a 13.9. Fibber McGee rates 34.5 in Seattle. Boston listeners are less entranced, to the extent of only 18.1. Helen Trent, on the other hand, rates a solid 8.2 in the Massachusetts capital against a weak 3.9 in Denver. *Mr. District Attorney* earns twice as big a rating in Atlanta as it does in Los Angeles . . ."

The booklet also beats the drums for local shows in competition with high-powered network productions. "Despite the fundamental role of networks in American broadcasting, we have plentiful proof that all that glitters is not network. Almost every market has its locally-planned shows that earn the fattest ratings . . . People like familiar, close-to-home things . . . and the show keyed to local tastes, with local personalities, often wins more friends than the brightest hotshot originating thousands of miles away."

"When properly understood and intelligently used," says the NARSR, "spot broadcasting is one of the most powerful, flexible and rewarding methods of advertising ever developed. In 1947 alone, according to BROADCASTING'S Yearbook, some 643 national advertisers invested over $95,000,000 in spot broadcasting—and reaped, as direct consequence, many times that in greater sales."

The member station representative firms under whose aegis the NARSR formed are the following: Avery-Knodel Inc., John Blair Co. Inc., The Branham Co., Burke, Kuipers & Mahoney Inc., Capper Publications Inc., Forjoe & Company, Free & Peters Inc., The Friedenberg Agency Inc., Headley-Reed Co., George P. Hollingbery Co., The Katz Agency Inc., Lorenzen & Thompson Inc., McGeehan & O'Mara Inc., J. P. McKinney & Son, Robert Meeker Assoc. Inc., John E. Pearson Co., John H. Perry Assoc., Edward Petry & Co. Inc., Paul H. Raymer Co. Inc., Taylor, Borroff & Co. Inc., The Walker Co., Weed & Company, Adam J. Young Jr. Inc.

TELEVISION FREEZE

FCC Action Halted Pending Definite Policy

By RUFUS CRATER

A FREEZE that may last six to nine months or longer was imposed by FCC on its television licensing and hearing functions last Thursday, pending a decision on possible changes in existing video Standards.

Until the question of Standards and channel-allocation policies is settled, the Commission said it will put all present and future applications for Channels 2 through 13 into its pending files, will schedule no hearings on television applications, and will decide no cases already heard [BROADCASTING, Sept. 13, 20, 27].

This "interim procedure"—which the Commission made a part of its formal Rules & Regulations—specifically exempts outstanding grants and "other television authorizations heretofore issued," and provides that applications for modification of existing licenses or permits "will be considered on a case-to-case basis" depending on the extent to which they might be affected by changes in Standards.

The freeze order came at a time when 303 television applications are pending, 37 stations are on the air, and construction permits for 86 others are outstanding. Nine hearings are awaiting decision, including the San Francisco case in which one question is whether Paramount Pictures controls Allen B. DuMont Labs. Chairman Wayne Coy said even settlement of the Paramount-DuMont question was "stopped" by the freeze.

The importance which FCC attached to its move was indicated by the method of its announcement—a news conference, first of its sort in several years, in which Chairman Coy explained the background and implications to general news as well as trade reporters. The major purpose, obviously, was to avoid panicking the public.

Chairman Coy carefully undertook to scotch fears of early abandonment of television's 12 VHF channels by pointing out that the Commission would not show its present concern about VHF standards if it planned to drop the band in the near future. But he refused to be jockeyed into saying that these 12 channels will be television's forever. Nobody, he declared, can properly say that any given service will always retain its present spectrum location.

He did feel that manufacturers, broadcasters, and present and potential set-owners can proceed without fear.

He also felt, personally, that it would be difficult for FCC to force an existing permittee to push construction during the freeze period if the permittee felt it desirable to await developments.

Mr. Coy made clear that FCC intends to provide more space for television in the 475-890 mc band. But he did not know whether it can be done now or not. The Commission, he said, has had no chance to study or discuss the data collected in its high-band hearing two weeks ago [BROADCASTING, Sept. 27].

Sees No Effect

He said the outcome of the VHF studies won't "necessarily" wait for the UHF decision.

He regarded the two proceedings as separate, but conceded that downstairs channel allocations might well be affected if the Commission knew definitely that additional channels could be allocated now in the upstairs area. If it were known that upstairs channels won't be available, he added, FCC might be "pushed" into considering a downstairs channel allocation system which would put emphasis on number of stations.

He recalled that the high-band hearing produced broad agreement that the UHF band can be used, but disagreement over the method of use.

The duration of the freeze, Mr. Coy reiterated, is "very difficult" to predict since it depends on studies and decisions yet to be made. He noted that at the FCC-industry conference a few weeks ago he estimated six or nine months might be needed to complete a revision of the Rules and Standards [BROADCASTING, Sept. 20].

It is a possibility, he reiterated,

(Continued on page 57)

FCC's rule establishing a freeze on television licensing:

Pending further consideration of the issues in Docket Nos. 8975 and 8736 [issues relating to engineering Standards], requests for television authorizations on Channels 2 through 13 will be considered in accordance with the following procedure:

(a) Applications pending before the Commission and those hereafter filed for permits to construct television stations on Channels 2 through 13 will not be acted upon by the Commission but will be placed in the pending files.

(b) Applications pending before the Commission and those hereafter filed for modification of existing permits or licenses will be considered on a case-to-case basis and Commission action thereon will depend on the extent to which they are affected by the issues to be resolved in the proceedings bearing Docket Nos. 8975 and 8736.

(c) No hearing dates will be scheduled with respect to applications for construction permits which have been designated for hearing, and in cases in which hearings have been commenced or completed but decisions have not been issued, no further action will be taken.

(d) This procedure does not apply to construction permits or other television authorizations heretofore issued by the Commission.

Travers Is Named Mutual Vice Pres.

LINUS TRAVERS, executive vice president and general manager of the Yankee Network, has been appointed a vice president of MBS, with special concentration on program and sales, effective Nov. 1.

Mr. Travers will remain on the Yankee Board, which is 20% stockholder in Mutual, and continue to represent Yankee on the Mutual Board. The Yankee Network has just completed renewal of its affiliation with Mutual.

Mr. TRAVERS

PREPAREDNESS

Conversion Plans Rushed

NERVE-RACKING international relations last week were driving government and industry groups into lightning action to prepare the communications industry for rapid conversion to war production in the event of an emergency.

While government spokesmen bridled their tongues enough to avoid the label of "alarmists," the language they used to describe the Berlin situation was, by no stretch of the imagination, comforting. Evidence of intensified activities to prepare the communications industry for any contingency was manifested in many government and industry activities.

Already American factories have commenced to pour out a stream of equipment authorized in the Armed Forces $15 billion budget for fiscal 1949. The military might of the nation is steadily growing to back up a stiffening foreign policy.

Wednesday Meeting

Arthur M. Hill, chairman of the National Security Resources Board, outlined plans for industrial mobilization last Wednesday when he appeared before the Navy Industrial Assn. in New York. The organization had, itself, concerned itself with international developments and had an emergency plan to offer.

Mobilization study by Radio Mfrs. Assn. is the first industry-wide program to coordinate production of a whole industry with current mobilization plans, the association was told.

W. A. McDonald, Hazeltine Electronics Corp., explained details of the radio industry's project.

Herbert H. Rogge, Westinghouse Electric Corp., and Frank M. Folsom, RCA-Victor, were elected chairman of the board and president, respectively, of the Navy association.

The work of the NSRB, Mr. Hill said, is fundamentally based on military requirements flowing from a strategic plan evolved by the Joint Chiefs of Staff.

Included in these plans are data to be translated by NSRB into "ghost orders" to be filled immediately by the communications industry should war come [BROADCASTING, Sept. 27].

As its first step the NSRB has already issued 100,000 orders for machine tools and immediately turned its attention to communications.

It is presently engaged in studying the military's master plan and surveys of electronics and communications plants in order to draft its next batch of "ghost orders" for electronics and communications equipment. These are expected to be placed within several weeks.

Elaborate plans have been drawn up by the National Munitions Board, advising officials of some 17,500 industrial plants what they will be called upon to produce in the event of war. Among these plants are some of the 200 producing electrical and communications parts or smaller finished products and 400 manufacturing larger finished communications items.

"An emergency," Mr. Hill de-

(Continued on page 58)

AT FMA SESSIONS (l to r): Left photo, Kolin Hager, SESAC Inc.; Gene O'Fallon, manager of KFEL-FM Denver; Frank Bishop, managing director, KFEL-FM. Middle photo, Thomas F. McNulty, chairman of FMA's RMA liaison committee; Lee McCanne, vice president, Stromberg-Carlson Co.; David Taft, general manager, WCTS Cincinnati; Ben Strouse, general manager, WWDC-FM Washington. Right photo, Miller McClintock, Communications Research Corp.; Everett L. Dillard, retiring president of FMA; William E. Ware, general manager, KFMX, Council Bluffs, Iowa, newly-elected president of the FM group.

FMA Speedup

(*Continued from page 21*)

thing possible to help listeners get good reception, but noted that "automobiles, refrigerators and adding machines fall apart, too." He related that his station and other FM outlets in that vicinity "have filled northern Ohio stadiums to capacity during the past season and no longer have to pay broadcast fees formerly required."

Mr. Wolfe said WFRO Fremont has sold the fall elections to two sponsors at $125 each.

Edward Breen, KFMY Fort Dodge, Iowa, called on members with AM stations to "start pounding the desks in your markets and give out the news that FM's really got something."

Says Duplicating Was Mistake

"We made a mistake when we started duplicating AM on FM," he confessed. "Now we're backtracking to give local people in towns 40 miles away something they can't get on AM."

Putting FM sets in strategic crossroads stores in rural areas is paying off for WCEC (FM) Rocky Mount, N. C., Josh L. Horne, owner of the station, reported. "Dozens of our rural residents recently have found out for the first time that FM performs during thunderstorms," he said. Mr. Horne also revealed that because of a shortage of school music teachers in his area, 28 FM sets are carrying music lessons by air.

Robert French, WVKO Columbus, advocated that FMers "beat AM at their own game" by getting a better staff and giving better programming to parallel FM's better reception.

The convention reached a climax Tuesday noon after an inspiring address by Stromberg-Carlson's Lee McCanne. Treasurer McNulty chose this occasion to make an appeal for FMA funds, as the organization now has a $5,000 deficit. During the last minutes of the luncheon session and the remainder of the afternoon, Mr. McNulty took in nearly $4,800 in pledges for back dues, advance payments to 1952, and a few cash donations.

Speaking as a representative of the RMA, Mr. McCanne declared "it is only good business to make FM a big business in 1949."

"Will the radio industry, which produced over 20 million sets of all kinds in 1947 and has produced 9,363,854 sets of all kinds in the first eight months of 1948, be content to shrink its production to a mere 1,600,000 TV sets in 1949 as has been estimated by the better-informed statisticians, plus a few million radios under $25, and portabel sets, and auto radios?" he asked. "The answer is no. That would be a calamity. That would be a colossal drop in employment and use of machine load capacity."

Half Million Sets Monthly

Mr. McCanne said the manufacturers may be expected to turn their energies in some other direction and "FM radios will be produced and promoted by companies that never seriously promoted FM before." The radio manufacturing industry could turn out up to half a million FM sets a month in 1949 and all the AM sets it can sell as well as all the FM sets it will have tubes for "without overstraining its capacity," he claimed.

Television production, he said, is limited by the bottleneck in blowing glass, settling the phosphorescent chemicals and high vacuum pumping and sealing of cathode ray tubes. There will definitely be a shortage of these tubes until after Christmas, he predicted.

"It is not just up to the manufacturers to do the promoting of FM radios, however," he asserted. "The manufacturer, in a highly competitive business with little or no profit, has done his part of the job when he delivers a good instrument for hearing your programs and sells it for low prices."

He suggested that FM broadcasters "really go to work to promote the reliable service coverage day or night, winter or summer, that you give to your audience, plus freedom from summertime thunderstorm static, and you can go a long way to make FM big business."

"I am convinced that we have underestimated the suburban and rural regional market being developed by FM stations, some of them beyond telephone lines and hard to survey," he added.

FM Can't Be 'Jammed'

He also noted that FM is the only service "that can't be jammed by an enemy if another war should come."

Sparks nearly flew in the convention chambers through the afternoon when Arthur H. Hayes, general manager of WCBS-FM, New York, challenged remarks made by John V. L. Hogan, president of Radio Inventions Inc., that FM station men should have embraced facsimile "because the printed word makes a more lasting impression."

Mr. Hayes asked the speaker if he was not aware that such a statement was contrary to what broadcasting researchers had been proving "all these years." Mr. Hogan replied there was an equal volume of research to substantiate his view.

Ensuing speeches in support of facsimile were made by Albert Zugsmith, executive vice president of Smith-Davis Corp., New York, Timothy J. Sullivan, facsimile editor of the *Miami Herald*, and Elliott Crooks, vice president of Radio Inventions. Mr. Sullivan said the *Miami Herald's* experiments with facsimile prove that "most people want stocks, sports, top local, state and national news, and spot news photos as fast as they can get them."

Mr. Crooks gave detailed accounting figures on how an FM station owner in an average size town could net $825 weekly on an investment of $20,885 if he sold small ads on each page of a four-page facsimile publication at $15 each with five editions a day. Equipment would consist of two scanners and 17 recorders—two for the station and 15 to be rented at $5 weekly to stores, banks, schools, fraternal organizations, cafes and the like.

Banquet Session

At the annual FMA banquet Tuesday evening, Dr. Edwin H. Armstrong, inventor of FM, recalled early setbacks, adding that "adversity is what makes a man, as well as an industry." He harked back to his "ten years of court battles to prove I had invented something which others denied me."

"If I had to bet my last dollar on FM, I'd do it," he declared.

Miller McClintock, chairman of the board of Communications Research Corp. and a former president of Mutual, described FMA's members as "pioneers willing to take hazards, who believe and have faith."

"FM will replace AM as a normal sequence," he asserted. "Those who say FM is dead are people with a futile purpose."

A feature of the banquet session was the reception through WEAW Evanston of the first coast-to-coast recording of a broadcast by the U. S. Air Force Band, transmitted by magnetic tape recording and released by several FM stations simultaneously on a transcontinental basis.

The final day of the convention was devoted to technical discussion, a brief session on "FM Programming" and presentation of awards to winers in several recent FMA contests. Station promotion awards went to WHFM Rochester, N. Y., and WPJB Providence. Honorable mentions were awarded to WIZZ Wilkes-Barre, Pa., and WFRO Fremont, Ohio.

TAKING time out during FMA's annual convention last week in Chicago were pesonalities from the inventive, station and regulatory fields. L to r: Dr. Edwin Armstrong, FM inventor and lifetime member of FM Assn.; Marion Claire, director of WGNB, "Chicago Tribune" outlet, and convention chairman, and Wayne Coy, FCC chairman.

Willard to Speak

A. D. WILLARD Jr., NAB executive vice president, will address the Oct. 5 meeting of the Pittsburgh Radio & Television Club to be held at the Sheraton Hotel, that city. His subject: "New Horizons."

TRANSIT FM

Bright Future Predicted by Taft

By ED KEYS

TRANSIT-CASTING has outgrown its rompers and is hanging out its own shingle as a full-fledged radio advertising medium as various factions scramble for a predominant position in the promising new field.

Hulbert Taft Jr., president of Transit Radio Inc., revealed last Tuesday in an address before the FM Assn. in Chicago that operations have expanded to such a degree that the firm was preparing to strenuously pursue its role as national representative of subscribing stations. Mr. Taft announced that national representative offices were scheduled to be established in New York City last weekend and in Chicago within a month.

Mr. Taft confirmed reports [BROADCASTING, June 28] that overtures had been made to amalgamate car card advertising concerns with Transit Radio Inc. Both mediums have made some concessions in certain markets, but major merger negotiations appear to have completely broken down. Car card operators purportedly will soon attempt to invade the transit FM field. A representative of the car card medium is alleged to have asked delegates at a recent transportation convention to defer acceptance of contracts until they see a set with a new feature, now under development.

Some FM stations are proceeding independently to negotiate for contracts with transit firms in their cities.

Visions of a multi-million dollar radio advertising industry [BROADCASTING, Feb. 23] have not been ignored by equipment manufacturers either. General Electric Co. last week announced it has developed a new FM receiver, especially designed for installation on busses (See story page 66).

Contract Reported

Transit Radio has no intentions of lagging behind in the production of receiver sets and related equipment, however. The firm reportedly has contracted with another large radio manufacturer for mass production of the sets.

Following the lead of Cincinnati, Wilkes-Barre and Houston, the city of St. Louis recently became the fourth major U. S. city to adopt radio-equipped busses as a passenger bonus.

Cooperating stations in cities where negotiations have been successfully concluded are: WCTS (FM) Cincinnati, WIZZ (FM) Wilkes-Barre, KPRC-FM Houston and KXOK-FM St. Louis.

Already hundreds of receiving sets have been installed on busses and streetcars in the four cities and hundreds more are being installed or will be at a later date.

Mr. Taft disclosed that test receivers have been placed by Transit Radio in New York, Philadelphia, Seattle, Indianapolis and several other cities. Public reaction to the Transit Radio service has been tested in a number of other cities where more than 90% of those polled have expressed the hope that permanent installations will be made. WJJD Chicago is also believed to be vitally interested in transit FM.

Contract negotiations are well advanced in Washington, Baltimore, Cleveland, Indianapolis and other major markets, Mr. Taft said. Some of these negotiations purportedly are nearly to the "signing" stage, informed sources say.

Mr. Taft, in an accounting of WCTS's operations, transmitted a ray of hope to FM station operators thrashing about in the red ink.

"Station costs will obviously run considerably higher than in operating a duplicated FM," Mr. Taft decared. "In the first place the station must be on the air a full broadcast day. It must pay franchise fees to its transit company, and it must employ a maintenance crew adequate to keep its receivers in good working order.

"Complete station costs of WCTS last month were approximately

(*Continued on page 66*)

FMA Resolutions

THE ASSOCIATION unanimously adopted these resolutions:

Placing it on record as favoring use by stations duplicating AM and FM programs of the combination station identification call letters.

Deploring the fact that some TV sets are advertised as possessing FM reception facilities while in reality they are simply using a fundamental FM circuit required to receive telecasts. ("This makes it increasingly difficult for reputable manufacturers to market products which do offer well engineered circuits in their TV sets.")

Urging FCC to adopt a rule prohibiting the filing of a new application for FM facilities by any person or corporation who has, within the previous two years, abandoned an FM construction permit.

Favoring expansion of FMA's membership to include as associate members, dealers and other business organizations and individuals "at rates low enough to be attractive."

Urging RMA to accelerate its efforts to encourage all manufacturers to use a uniform method of identifying stations by megacycles only to avoid confusion in the minds of the public.

Recommending that FMA members individually write to their representatives in Congress urging them to request the Census Bureau to include in the 1950 census questionnaires information concerning the number of AM, FM and TV sets in the U. S.

Directing the FMA liaison committee to discuss with RMA the establishment of minimum standards for FM receivers "so that the full capabilities of FM broadcasting may be made available to the entire listening public."

Commending FCC for "diligently requiring FM broadcasters to reach their full power as quickly as possible."

Urging FM broadcasters to expand their programming day to their projected maximum as quickly as possible, making full development of FM service available to listeners.

Requesting FCC to continue authorization for use of the 152 mc band for ST purposes "as this has been of considerable benefit to broadcasters."

FM APPRAISAL

FMA Gets AAAA Reactions

DELEGATES to the FMA convention in Chicago last week were told exactly what advertising agency executives and timebuyers think of FM—with no punches pulled—by Kenneth Godfrey, director of media of the American Assn. of Advertising Agencies. Speaking at the Tuesday morning session, Mr. Godfrey disclosed answers to a questionnaire recently sent to 76 agencies and which drew 48 replies. The survey, a "homespun affair without scientific twists," covered a fair representation of all geographical sections of the country and included agencies of various sizes from the very largest down to several which handle mostly regional business in areas where FM might have special advantages. The respondents turned out to be almost evenly distributed between large, medium and small agencies—an "extremely significant" group with combined billing of an estimated $500,000,000.

To the question: "Are you now buying time on FM stations or network, have you bought any time within the last year, and do you expect to have occasion to buy FM time in the near future?"—only three said they were currently buying FM time, and one mentioned buying storecasts. Four said they expect to be buyers in the "foreseeable future"; eight said they had bought time within the past year; and two answered in the affirmative across the board.

Fourteen said "yes" to the question: "In developing station list for clients, do you consider both FM and AM?" Eleven said they regard FM as a medium distinct from AM and 28 said they did not.

One timebuyer in one of the largest New York agencies declared that "AM and FM are regarded as 'radio'—and radio is bought on the basis of the best availabilities to reach listeners at the lowest cost." This same timebuyer told Mr. Godfrey personally

(*Continued on page 68*)

Broaden FM Rural Service, Coy Asks

FCC Chairman Tells FMA Meet Of Opportunity at Hand

NINETY PER CENT of the nation's AM stations would serve the public better with FM rather than regional and local AM channels, FCC Chairman Wayne Coy told the FMA convention last Monday in Chicago.

After tantalizing a luncheon audience of more than 300 FM-ers with a progress report on television, Mr. Coy said this only set the stage for what he had to say about FM competing with "that diabolical, fiendish screen that produces many things—sometimes nausea."

"Every measure will be taken by the FCC to insure a truly competitive TV," he declared. "The best planning of which the Commission is capable is going into it. But sound radio can meet this competition by improving its service."

The FCC chairman noted that 20,000,000 listeners in rural areas "have next to no service at all at night." He urged that FM station men pay more attention to the needs of rural residents who are getting inadequate signals, rather than try to cut in on those with good AM reception. He took the position there is room for all types of broadcasting—FM, AM, and TV—but pointed out that AM generally is not doing a good job reaching the "open spaces"; that television will not be a strong competitor under present inadequate allocations; so FM's opportunity is at hand.

Recognizing that manufacturers have an important role to play in producing "FM-only" sets, Mr. Coy nevertheless called the FM broadcaster the "real kingpin."

"He should develop his station as rapidly as possible, and do an adequate job of informing the public as to FM's present potentialities," said the chairman. "The fellow with a CP should build without delay. I have no blueprint for FM's future, but the future of broadcasting is uncertain, for that matter."

Mr. Coy made passing reference to facsimile's relation to FM. "With facsimile here, every one of you FM-ers may become newspaper publishers. Your FM channel now can do double duty," he said.

In answer to a question from the floor, he said he believed duplication of AM programs on FM "is good for broadcasting as a whole and to the advantage of both broadcaster and listener."

At the outset, Mr. Coy said the impact of television will be "terrific." He noted that 37 TV stations are on the air presently, but predicted between 300 and 400 stations would reach 70,000,000 viewers within two years. He reported TV set production has reached 16,000 weekly. Nearly 3 million AM and TV sets incorporate FM, he added.

FCC HEARING AGENDA

238 Applications Assigned

A NEW, long-term FCC hearing calendar, fixing hearings on 238 AM and FM applications between Oct. 18 and June 6, was issued by the Commission last Wednesday [CLOSED CIRCUIT, Sept. 27].

In keeping with FCC's *status quo* policy with respect to television applications (see story, page 22A) no video haerings are scheduled. But the calendar is arranged so that these could be commenced about Jan. 15 if it then seems desirable. Video hearings normally are held in the field rather than in Washington; only a half-dozen AM or FM field hearings are scheduled after mid-January.

Recognizing the "possibility" that the four-year-old clear-channel proceeding may produce a decision in the next few months, FCC scheduled hearings on several cases which heretofore have been continued "indefinitely" because of a tie-in with the clear-channel result. The Commission also recognized that the clear-channel case may not be decided in the near future; related hearings will be continued indefinitely again if the decision is not out at least three weeks before the scheduled hearing date.

The same procedure will be followed in the case of other hearings which are scheduled but whose outcome depends on other pending matters, such as the pendency of petitions for reconsideration and grant without hearing.

More Time Allowed

The new calendar is longer, chronologically, but otherwise is shorter than the last one, issued a year ago [BROADCASTING, Oct. 6, 1947]. At that time the schedule provided for 188 hearings from late October to mid-April involving 346 applications (including television). The present calendar, running from late October to early June, provides for 149 hearings on 238 applications. It includes all AM and FM applications which had been designated for hearing before Sept. 1.

Field hearings, for the most part, will be held in the cities where operation is proposed. If two or more cities are involved in the same proceeding, hearings will be held in the various cities, in the order listed, on the date scheduled. In hearings held in Washington, applications will be heard in order of docket numbers, starting with the lowest.

The alphabetical arrangement of the calendar is listed at left.

ALPHABETICAL listing shows (in order) applicant, docket number in parentheses, type of service involved (frequency given in AM cases), hearing date, and location of hearing.

Symbols are: AL-assignment of license; AP-assignment of permit; L-license; BS-order to show cause; FM-frequency modulation; ML-modification of license; MP-modification of permit; PED-non-commercial education FM; R-renewal; TC-transfer of control.

A

Airtone Co., Santa Ana, Calif., (9110), 850 kc, Jan. 10, D. C.
Airwaves Inc. (WJOC), Jamestown, N. Y., (9105), 1410 kc, May 2, D. C.
Albuquerque Bcstg. Co. (KOB), Albuquerque, N. M., (8044), Dec. 15, Field.
Allentown Bcstg. Co. (WKAP), Allentown, Penna. (9132), 1320 kc, Apr. 4, D. C.
American Bcstg. Co. (KGO), San Francisco, Calif., (8011), 810 kc, Dec. 13, D. C.
Anderson Bcstg. Co. Inc., Anderson, S. C., (7793), 1070 kc, Feb. 3, D. C.
Andrews, L. W., Inc., Davenport, Iowa, (8994), FM, Nov. 22, D. C.
Antelope Bcstg. Co. Inc., Lancaster, Calif., (8848), 1340 kc, Dec. 6, Field.
Antelope Valley Bcstg. Co. Inc., Lancaster, Calif., (8847), 1340 kc, Dec. 6, Field.
Astoria Bcstg. Co. (KAST), Astoria, Ore., (9002), 1370 kc, May 5, D. C.
Atlantic Bcstg. Co., New York, N. Y., (9055), FM, Dec. 13, Field.

B

Balboa Radio Corp. (KLIK), San Diego, Calif., (8116), 1450 kc, Dec. 2, Field.
Baltimore, Louis G. (WBRE), Wilkes-Barre, Penna., (9131), 1340 kc, Apr. 4, D. C.
Bastrop Bcstg. Co., Bastrop, La., (8410), 900 kc, Apr. 14, D. C.
Baylor Univ. (KWBU), Houston, Texas, (9087), 1030 kc, Mar. 7, D. C.
Beacon Bcstg. Co., Boston, Mass., (8731), FM, Nov. 29, Field.
Beatrice Bcstg. Co., Beatrice, Neb., (8930), 1450 kc, Oct. 20, Field.
Belvedere Bcstg. Co., Baltimore, Md., (8996), 1400 kc, Oct. 18, Field.
Benlee Bcstg. Co., Patchogue, N. Y. (8673), 1580 kc, Apr. 18, D. C.
Berks Bcstg. Co. (WEEU), Reading, Penna., (7339), 850 kc, Oct. 21, D. C.
Bessemer Bcstg. Co., Bessemer, Ala., (8526), 1450 kc, Jan. 20, Field.
The Bible Inst. of L. A., Inc., Los Angeles, Calif., (9073), PED, Dec. 9, Field.
Big Sandy Bcstg. Co., Paintsville, Ky., (8880), 1490 kc, Nov. 24, Field.
Blue Valley Bcstg. Co., Beatrice, Neb., (8929), 1450 kc, Oct. 20, Field.
Bluff City Bcstg. Co., Ltd. (WDIA), Memphis, Tenn., (8879), 1240 kc, Jan. 26, Field.
Boston Radio Co. Inc., Boston, Mass., (8733), FM, Nov. 29, Field.
Braden, Paul F. (WPFD), Middletown, Ohio, (9118), 910 kc, Feb. 10, D. C.
Brown, Kenyon, Tulsa, Oklahoma, (9066), 1340 kc, Nov. 22, Field.
Brunswick-Island Bcstg. Co., Brunswick, Ga., (8587), 1340 kc, Oct. 27, Field.
Bunker Hill Bcstg. Co., Bunker Hill, Mass., (8841), FM, Nov. 29, Field.
Burlington-Graham Bcstg. Co. (WFNS), Burlington, N. C. (8779), 1150 kc, Apr. 28, D. C.

(Continued on page 72)

NBC and ABC Sell Election Coverage

Chevrolet Will Be NBC Sponsor; Kaiser-Frazer on ABC

(Also see story page 84)

ABC AND NBC last week sold their radio network coverage of election returns Nov. 2, making sponsorship of the election coverage unanimous among the four major networks.

This marks the first time that any of the national chains has made election returns available for sponsorship. CBS and MBS earlier announced the sale of their coverage to Nash Motor Co. and Curtis Publishing Co., respectively.

Kaiser-Frazer Corp., Detroit, through Morris F. Swaney Co., Chicago, bought sponsorship of the returns on ABC's radio network beginning at 7 p.m. Nov. 2 and continuing through the evening. The same company earlier had signed to sponsor the returns on ABC's East and Midwest television networks. The total price was reported at $125,000.

Chevrolet Motors Division of General Motors Corp., Detroit, and Chevrolet dealers, through Campbell-Ewald Co., Inc., Detroit, bought the returns on NBC, beginning at 8 p.m. Nov. 2 and running as late as there is any doubt as to the outcome. Although no official figure was released, it was understood the price paid by Chevrolet for the time and expense of news coverage would be slightly more than $100,000.

NBC, it was learned, first offered the returns to all of its regular Tuesday night sponsors, but since not all of them agreed to the plan, the network decided to solicit a single sponsor for the whole evening.

TV in Senate Building

AUDITORIUM for television and sound broadcasts, as well as movies, will be included in a new seven-story $21,000,000 Senate Office Bldg. to be built in Washington.

IDEAS TO GERMANY

U. S. Radio Studied

SIX GERMAN radio officials, brought to this country by the Rockefeller Foundation to study American broadcasting policies and methods, are returning to Germany to institute at least three American types of programs, the documentary, the farm-entertainment show—and the quiz show, the group told BROADCASTING last week.

Rudolph Didezuhn, literary editor of Radio Munich in the American Zone, expressing the reaction of the entire group, described the technique of the American documentary as "fresh and original." He intends to introduce this type show to Germany.

In discussing farm programs, Otto Herr, chief of Political Department and a commentator with Radio Frankfort, American Zone, told BROADCASTING that he foresaw great popularity for the technique in Germany. He proposes immediately to inaugurate such a program on Radio Frankfurt, modelled in the main after the *Noontime Neighbors* show on WSM Nashville.

The controversial "quiz show" met no controversy among the German broadcasters.

Horst Scharfenberg, deputy program director of Radio Baden-Baden in the French Zone, said he was greatly taken with the format and intended, along with the others, to champion such programs in the Reich. Indiscriminately, he included audience participation shows along with "such quizzes as *Information Please* in his list of preferences.

Unanimity ceased among the the group, however, at the mention of commercials. Mr. Herr agreed that the American system had the advantage of securing "superior talent and high level production," but he observed that he "didn't like having news interrupted by advertising."

Commercials Not Objectionable

Hans Westerman, Youth Department chief, Radio Bremen, in the American Zone, maintained that he didn't mind American commercials, as such, nor did he consider them obtrusive so long as broadcasters and not advertisers retained control of the programs.

Peter Kehm, program director, Radio Stuttgart, in the American Zone, was especially impressed with the educational stations in America, describing them as "filling a great vacuum for the intellectuals."

Asked to express their reactions to specific American stations the group singled out KLZ Denver and WCCO Minneapolis as "two of the outstanding stations" in their five-month circuit of the country. "KLZ," said Franz Reinholz, head of School Broadcast Department, Radio Hamburg, in the British Zone "is an especially high standard station with a fine public service ideal."

Mr. Didezuhn called WCCO a progressive station with a "surprisingly high quality of news analysis."

The six-man group expressed great interest in American rating systems and confided that such analysis might be very helpful in Germany. However, since telephones are not nearly so common in Germany as they are in the U. S., Mr. Kehm suggested that the technique would have to resemble that of the Schwerin System rather than Hooper.

Before returning to Germany the radio broadcasters will spend 15 days in England observing the operations of the BBC.

ASCAP MAY SUE

Seeks Co-op Show Back Fees

POSSIBILITY of an ASCAP suit against the four nationwide networks for payment of back fees on cooperative programs loomed last week after a meeting of broadcaster and ASCAP committees on co-ops failed to produce an agreement on the proper method of payment for ASCAP music on such programs. Another meeting is scheduled for this week, however, and hope was expressed that the matter may be resolved without resort to court action.

Question of co-ops is one of the most troublesome remaining to be settled before a new contract can be drafted to succeed the present ASCAP-radio agreement which expires Dec. 31, 1949 [BROADCASTING, Sept. 27]. Haste in reaching a solution is essential, as any change in the rates in the present contracts planned by ASCAP for the new pacts, which would run for nine years beginning Jan. 1, 1950, must be announced before the end of 1948. ASCAP has indicated a willingness to continue the present scale of payment for the use of its members' music on the air, provided the other details of the contract can be settled satisfactorily.

Payment Problem

Problem of the payment for co-ops arises from a divergence in definition of this type of program. The broadcasters maintain that since co-op programs are sold at the local level they should be considered as station programs and handled in the same way as syndicated programs on transcriptions which the stations broadcast under local sponsorship. ASCAP's stand is that co-op programs are originated by the networks and transmitted to network affiliates over network lines for simultaneous broadcast and so they are network programs.

ASCAP has backed up its contention by refusing to accept payment for co-ops from individual stations wherever the payments were identified as from co-op shows. The issue is practical, as well as a matter of legal technicality, as the rate for station programs under ASCAP's blanket contract is 2¼%, while the network rate is 2¾%.

Solution Not Easy

The obvious solution of a compromise at 2½% for future broadcasts is not as simple as it looks. The situation is complicated by the matter of back payments, in some cases running back for six years or more. Even small fees, and most of those in question are fairly small per broadcast, can pyramid into sizable sums when left for a number of years, so that whatever solution is reached the problem of payment is likely to be troublesome all around.

Another complication is in the determination of the base to be used in computing the percentages for payment to ASCAP. In some cases the stations sell the co-op programs locally at the same price they pay their networks for them, so their only real revenue is from the sale of time. Other stations sell co-ops on a package deal, including both time and talent at a single price, which is sometimes greater and sometimes less than the station's card rate plus what the station pays for the program.

Representing the broadcasters in the discussions of the co-op problem with ASCAP is a subcommittee of the Industry Music Committee headed by Theodore C. Streibert, president of WOR New York. Chairman of the co-op sub-committee is Joseph A. McDonald, ABC vice president, secretary and general attorney. Its other members are: John Shepard 3rd, board chairman, Yankee Network; Walter B. Haase, manager, WDRC Hartford; William S. Hedges, NBC vice president; Robert D. Swezey, MBS vice president and general manager; Julius F. Brauner, CBS secretary and general attorney.

WHAT IT'S LIKE in bowels of Westinghouse Stratovision plane no longer is mystery to FCC members, not all of whom could crawl into pressurized tube at same time [BROADCASTING, Sept. 27]. Getting technical story of intricate equipment are Commissioners Rosel H. Hyde and Frieda Hennock, at left, and Paul A. Walker, at right. In center are Ralph N. Harmon and Angus A. MacDonald, Westinghouse.

AFM

Accord Seen Near in Long Fight

THE OUTLOOK for an early settlement of the AFM recording ban grew still brighter last week with a bid from James C. Petrillo, AFM president, to five leading record firms to attend a parley in New York tomorrow (Oct. 5).

Meanwhile, an attorney for the transcription firms said his clients are awaiting the outcome of tomorrow's meeting before taking steps to implement a settlement of their own with the musicians' union.

Mr. Petrillo's invitation to the record firms—RCA-Victor, Columbia, Decca, Capitol and Mercury—came a day after the recorders had suggested such a meeting, and ten days after the union president's plan for resuming recording activities under a trusteeship had been submitted to the record firms.

An attorney for one of the firms characterized tomorrow's conference with Mr. Petrillo as one at which attempts will be made to fill in the body of a plan of which the AFM president's proposal is merely the skeleton.

This fill-in, he said, probably will cover, not only the machinery by which the welfare fund trusteeship will operate, but also the business end of the projected settlement. Details to be worked out include new salary scales for the musicians, actual royalty fees per record, and the foreign sale of records.

When the whole plan has been completed to the satisfaction of the recorders and of the union, the attorney continued, it will be submitted for sanctioning by the several governmental departments having jurisdiction over the various sections of the plan—the Justice Dept., the Treasury Dept., the NLRB, possibly a joint Taft-Hartley Congressional committee, and any other interested agencies.

While informal opinion on the legality of the Petrillo plan has come from many quarters, including government agencies, there appears to be no evidence that any opinions have been solicited officially, either by the record companies or by the union.

The site of tomorrow's meeting between Mr. Petrillo and the record company representatives has not yet been disclosed. In the past, however, similar conferences have been held at the AFM national headquarters in New York.

One company spokesman expressed the jocular opinion that a hall may be hired for tomorrow's conclave, "since so many people seem eager to attend."

WPIX-IBEW TV TANGLE

Await NLRB Ruling

TV BROADCASTERS are eagerly awaiting NLRB findings in the jurisdictional labor dispute involving technical employes of WPIX New York, on which hearings were concluded last week, in the hope that this decision may provide a precedent for other stations seeking a charted channel through the video labor maze.

The WPIX case began some months ago when Local 1212 of IBEW, AFL engineering union, asked to be recognized as the bargaining representative for the engineering employes of this new video station. Owned by the *New York News*, WPIX has no AM affiliation and hence had no previous dealings with any technicians' union.

IBEW's petition included as technicians the operators of the station's motion picture projectors and men who handle the studio lighting, as well as the control and transmitter engineers. The move brought an immediate protest from IATSE, AFL union whose widespread membership includes the projectionists in the country's motion picture theatres, as well as stage hands, prop men, carpenters, scene painters, light men, and other theatrical and movie studio personnel. NABET, independent engineering union, also entered the fray.

The hearing started smoothly, but on the second day IBEW widened its original jurisdictional claims to include film editors, laboratory technicians and newsreel commentators. The last claim brought the American Newspaper Guild into the hearings for a brief period, but the Guild decided its rights were not being infringed upon and withdrew. The Guild claims jurisdiction over newsreel writers, publicity staff and the clerical and sale staffs, in line with its representation of the regular newspaper employes at the *News*. On the final day of the hearing, last Thursday, IBEW withdrew its claim for jurisdiction over laboratory technicians.

While attempting to maintain a neutral position among the feuding unions, WPIX has taken the stand that for bargaining purposes the engineering unit should be restricted to engineering department personnel, which would

(Continued on page 67)

WHAS SALE

$1,925,000 Transaction Pends

FORMAL application for FCC's approval of the sale of WHAS Louisville and associated radio properties to the Crosley Broadcasting Corp. for $1,925,000 will be filed with FCC as soon as transfer papers can be completed—probably this week.

The transaction, covering the 50-kw clear-channel station plus a television construction permit and FM, facsimile and relay authorizations, was completed last Tuesday after several weeks of negotiations [BROADCASTING, Sept. 27].

In addition to the $1,925,000 figure, the transfer includes a 10-year lease, at $80,000 per year, of three floors of the new *Courier Journal* and *Times* Building, to be occupied early next year. Commitments for nearly $100,000 in additional equipment for the WHAS broadcasting properties and other leasehold improvements will be covered by a reserve of nearly a quarter of a million dollars in the WHAS treasury.

Crosley, subsidiary of Avco Manufacturing Corp., plans to retain the present staff and organization of WHAS upon FCC approval of the transfer. There would be no change in the network affiliation of either Crosley's present clear-channel WLW Cincinnati, which is an NBC outlet, or of WHAS, which is on CBS, it was understood.

Victor A. Sholis, director of WHAS, has been offered the same position under the projected Crosley ownership, and also has been offered an executive position with the Louisville newspapers. It was presumed he will reach no decision until the transfer has been effectuated.

Crosley Stations

In addition to WLW, Crosley operates WLWT (TV) and associated relay, shortwave and FM stations in Cincinnati. It also owns and operates the independent 50-kw WINS New York, and has television grants for Columbus and Dayton and is applying for one at Indianapolis.

With the Louisville grant, and the hoped-for outlet in Indianapolis, the company would have a five-market Midwestern television hookup which presumably would interchange programs and cover a substantial portion of the primary area now covered by WLW's sound transmissions.

The WHAS radio operations are licensed to WHAS Inc. Under the new ownership, they would occupy the fifth, sixth and seventh floors of the new newspaper building—offices on the fifth, AM and FM on the sixth, and television studios in the seventh-floor penthouse.

WHAS Inc. and the associated newspapers are owned by the Bingham family, with Barry Bingham president of both and Mark Ethridge as vice president and general manager of WHAS Inc. and publisher and general manager of the newspapers. WHAS, which commenced operations in July 1922, operates on the 1-A clear channel 840 kc.

Applications for the formal transfer are being completed by Neville Miller, Washington counsel for the *Courier Journal* properties and former NAB president, and Duke M. Patrick, Washington counsel for Crosley.

Whether there will be a hearing depends upon a number of factors, including possible competing applications to purchase the facilities on the same terms under FCC's Avco Rule. While the stations—approximately 100 miles apart—may overlap in secondary areas, it was pointed out that since they would not transmit the same programs, there would be no substantial duplication of coverage. There are a number of existing examples of duplicated coverage by stations on the same network.

Negotiation Principals

Negotiations for the sale were handled by James D. Shouse, Crosley president; Raymond Pruitt, vice president and general counsel of Avco, and Elmer Boos, treasurer of Crosley. Messrs. Bingham, Ethridge and Lisle Baker Jr., vice president and treasurer of the *Courier Journal* properties, participated for WHAS.

Mr. Shouse, a native of New Castle, Ky., and a former resident of Louisville, pointed out that the transaction was desirable because of WHAS' status as "one of the greatest stations in the country" and because its television plans tied into those of Crosley.

Mr. Bingham said it was the advent of television that influenced the decision to sell. "Television," he added, "is a new and exciting but a very expensive medium. It will perhaps change the nature of radio in the United States, but it will probably be some time before it becomes profitable for the operators. Besides, to install television requires a very large outlay of capital."

Asserting that the *Courier Journal* and *Times* are primarily interested in newspapers rather than radio, Mr. Bingham said his newspaper plant has been operating the Standard Gravure Corp. which prints more than a dozen locally edited magazines and the nationally edited *Parade*. "That business has trebled since the war and is expected to become much bigger," he said.

"While television is a great invention," Mr. Bingham continued, "by its very nature it is more divergent from newspaper publishing than the operation of a standard broadcasting station. Its programming requires the staging and techniques of the theatre, in which all of us here are certainly amateurs. We would rather invest our money and devote our energies to those enterprises which are more closely allied with newspaper publishing and printing.

"If the Commission approves of the sale to the Crosley Broadcasting Co., the people of Louisville may be assured of a fine operation. Jimmy Shouse, president of Crosley, operates in WLW one of the best stations in the country and he has the reputation with us, as well as with the industry, of being one of the ablest station operators. He has assured us that his effort will be to improve the quality of programs. We have every confidence that he will give the people of Louisville the best in radio, both in network origination and in the development of local programs, of which he has a number on WLW."

(L to r) Messrs. Shouse, Boos and Pruitt discuss the sale contract.

Texas Gets Video; Truman Is in Cast

WBAP-TV Starts With a Big Bang Thanks to HT's Visit

WBAP-TV Fort Worth cashed in on President Truman's campaign visit Sept. 27 for a dramatic first telecast, and two days later inaugurated regular video programming.

Appearing on the inaugural program, Amon Carter, of Carter Publications, WBAP licensee, and Harold Hough, radio director, asked the public to be forbearing since WBAP-TV was taking to the air even before its facilities were completed.

First night's telecast bore out anxieties only too well, when suddenly reception was blotted out for 17 minutes. Ironically, it was no fault of television transmission, but failure of electric power, plunging entire station in darkness from 7:26 to 7:43 p.m.

Part of opening night program was a film in which Niles Trammell, NBC president, saluted WBAP-TV.

Reception was good in Fort Worth and Dallas and over a wide surrounding area, the station reported. Farthest point receiving was Henderson, Tex., 120 air lines away, WBAP-TV officials said.

Before the opening, Jack Rogers, WBAP promotion director, and Mr. Hough escorted a press party through the television unit of the station's new Radio Center which is about one - third completed. Afterwards, WBAP was host at a "television party" for newsmen at Texas Hotel.

Congratulatory wires to station included messages from top executives of ABC and NBC.

GOP Time Purchase

REPUBLICAN State Committee, District of Columbia, bought 9-9:30 p.m. segment Oct. 2 (Saturday) on WRC Washington and WMBG Richmond, Va., for Gov. Earl Warren. Time was purchased through Media Inc., Washington.

1895 Hope H. Barroll Jr. 1948

HOPE H. BARROLL JR., 53, executive vice president and general manager of WFBR Baltimore since 1933, died suddenly Wednesday in his Baltimore home. Death was attributed to a heart ailment.

Mr. Barroll was the son of the late Hope H. Barroll and Margaret W. Barroll, a socially prominent Maryland family. He was born June 14, 1895 in Chestertown, Md., and attended Washington College there. He went to Baltimore in 1916 and joined Barroll & Co., investment firm.

Prior to his appointment as executive vice president and WFBR general manager, Mr. Barroll served as a member of the station's board of directors for three years. WFBR is licensed by Baltimore Radio Show Inc. Its president is Robert Maslin Sr., who purchased the station in 1930.

Surviving Mr. Barroll is his wife, Mary Louise, who is the daughter of Mr. Maslin. They were married in 1930. Two sons, Hope H. Barroll III, 16, and Robert Maslin Barroll, 9, also survive, as well as three brothers, L. Wethered, John and Morris.

Funeral was held Friday.

WOIC Will Carry CBS-TV Programs

Bamberger-Owned Capital Outlet Also to Be MBS Video Station

COOPERATIVE agreement under which WOIC, Washington television station now under construction, will carry CBS-TV network programs and in return will give CBS full TV coverage from the Capital was announced Thursday by WOIC.

At the same time, WOIC, which expects to get underway in January, will be the key Washington outlet of the Mutual television network, with which it is affiliated. Station is owned by Bamberger Broadcasting Service (WOR and WOR-TV), New York.

Production Plan

Technicians, studios, cameras, mobile transmitters and other television equipment to be used in Washington will be furnished by WOIC for CBS pickups, and Columbia's TV production and directing staffs will cooperate with WOIC personnel in televising major events.

The agreement was negotiated by Eugene S. Thomas, general manager of WOIC, and Herbert V. Akereberg, CBS vice president in charge of station relations.

The WOIC transmitter is located on high ground at Brandywine and 40th Streets in Washington. Station's 300-ft. tower already has been constructed.

WOIC will operate on Channel 9 (186-192 mc).

TV Relay Actions

REQUESTS for experimental television relay stations by existing television outlets henceforth will be acted upon by FCC's secretary instead of the Commission, according to amendments to FCC's rules adopted last week. Both the Law and Engineering Bureaus of the Commission must approve the applications before the secretary may issue the authorization.

Television stories, on other pages, in this issue:

Telestatus: BBC Television—1948 16
Freeze on Video Applications 22A
WPIX New York-IBEW Television Tangle 25
Texas Gets Video as WBAP-TV Starts 26
WAAM (TV) Baltimore Names Free & Peters Inc. 34
Head of Radio and TV Directors Guild Resigns 34
Video Questions Covered by Dunlap 40
Reynolds Is to Sponsor Garden Events on CBS-TV 42
Philco Sponsors TV Review of Top Games 57
WXYZ-TV's Inaugural Will Be 9-Hour Show 59
WSB-TV Atlanta Debuts 63
WNAC-TV Boston Holds Its Formal Opening 67
RMA-IRE Fall Meeting to Feature TV Progress 74
WICU (TV) Is Aiming for Christmas Start 74
GE Signs 52-Week Video Deal for ABC 'Stop Me' 85
TOA Seeks to Ban TV's Use of Film 85
Crosley Corp. Schedules 175,000 TV Sets for '49 88

For television personnel changes, programs, etc., see various notes departments in this issue

WPTZ CASE

Philco Takes It to FCC In Scrap With AT&T

QUESTION of whether American Telephone and Telegraph Co. had the right to reject transmission of WPTZ Philadelphia programs because the station undertook partial relaying itself was placed in the hands of the FCC Monday by Federal District Court in Philadelphia.

Specifically, Judge William H. Kirkpatrick ruled that the U. S. District Court did not have jurisdiction in the controversy. The dispute reached the court when WPTZ and Philco Corp., which owns the station, sought to enjoin AT&T for cutting it off the air and for threatening to cut NBC off the air if the network pined programs for relay by WPTZ's own system. Defense of AT&T was that under FCC rules it has the right to deny its carrier system to a customer which wants it tied in to his own private transmission system.

Said Judge Kirkpatrick:

"I accept without reservation the plantiff's view that the question here presented is whether a telephone company can base a refusal to accept television programs for transmission solely upon the origin or destination of such programs. But I do not agree with its assertion that whether or not such a program travels over a private communications system can have no effect upon the carrier service asked of the telephone company or the cost of rendering such service.

"Under the circumstances, this case calls for the determination of a question of fact by the Commission (FCC), and it might be noted that the Commission is presently concerned with that question in which it is investigating, among other things, the reasonableness of the restriction imposed by this particular regulation."

Drawn for BROADCASTING by Sid Hix

"And, fellow Americans, if the Braves win this . . . er, . . . that is, if the Democrats win this . . ."

CBS GETS AURAL AND TV ROSE BOWL RIGHTS

CBS last week announced the signing of a three-year contract for exclusive radio and television rights to the Rose Bowl football classic and the attendant festivities of the Pasadena (Calif.) Tournament of Roses. The contract was signed Sept. 29 by representatives of the network, the Tournament of Roses and the Pacific Coast Intercollegiate Conference. It covers the period from Jan. 1, 1949, through Jan. 1, 1951.

Video coverage of the Rose Bowl game will initiate operations of KTTV Los Angeles, the *Times Mirror* station, which is the Los Angeles video outlet of CBS.

It is understood that CBS is negotiating with a motor car company, possibly Nash, for sponsorship of both radio and video coverage of the West Coast extravaganza this New Year's Day.

Video Is Boon to Public Utilities, Thomas Avers

HOW the public utilities industry will benefit from television was discussed by Eugene S. Thomas, general manager of WOIC (TV) Washington and president of the Sales Executive Club of New York, in a talk before the International Assn. of Electrical Leagues' annual conference at Washington's Mayflower Hotel Sept. 29.

Television already is producing a net increase in consumption of electricity, Mr. Thomas said. This comes about through the new load which the use of TV itself causes and through television advertising of thousands of relatively big-load electrical appliances.

Pointing out that the television set uses four times as much electricity as the average radio receiver and keeps the family home more hours and more nights, Mr. Thomas said that installation of TV sets by the millions will help put hundreds of thousands of the big-load appliances in homes.

KTSL Los Angeles Joins DuMont Net

AFFILIATION of KTSL Los Angeles, Don Lee TV station, with the DuMont Television Network, was jointly announced last week by Lewis Allen Weiss, president of KTSL and the Don Lee Broadcasting System, and Humboldt J. Greig, DuMont sales manager. Pending completion of coaxial cable or radio relay network facilities permitting simultaneous cross-country video broadcasts, KTSL will receive DuMont programs via Teletranscriptions.

KTSL is the second video station owned by a stockholder in MBS to become a DuMont affiliate, WGN-TV Chicago having joined DuMont six weeks ago [BROADCASTING, Aug. 30]. Questioned as to whether this foreshadowed any future MBS-DuMont merger on the television network front, Mr. Weiss denied any such implication. He described the similarity between the WGN and KTSL transactions as "pure coincidence."

First commercial program to be fed to both stations by DuMont will be the *Original Amateur Hour*, Sunday evening program sponsored by P. Lorillard Co., New York (Old Gold cigarettes), and broadcast 7-8 p.m. on the East Coast network. Program will be aired by WGN-TV and KTSL on Sundays a week behind the live East Coast broadcast.

KTSL is brought into the DuMont TV network. L to r: Comdr. Mortimer W. Loewi, executive assistant to the president of DuMont; Mr. Weiss, and Humboldt J. Greig, sales manager of WABD New York, DuMont's key outlet.

TV CONNECTIONS

Philco, DuMont Ask AT&T Policy Test

THE BATTLE over American Telephone & Telegraph Co.'s policy against interconnection of its television network facilities with those of other companies appeared headed for a showdown last week as FCC moved into its investigation of the television relay rates of both AT&T and Western Union.

Branding this policy, which the telephone company follows in all areas where it has relay facilities of its own, as a "very serious threat to the whole television broadcasting industry," Philco Corp. and Allen B. Du Mont Labs filed a joint motion asking that its legality be decided by FCC in advance of the decision on the rates themselves.

Western Union, reporting that it has no subscribers for its own microwave relay service between New York and Philadelphia because AT&T won't let these channels be tied in with telephone company facilities, joined the motion although maintaining that the job of providing intercity video relays should be assigned to common carriers and not to private companies.

AT&T to File Answer

AT&T is slated to file its answer to this motion on Thursday, which should bring it up for FCC action next week. The telephone company contended its policy works to the advantage of both broadcasters and the public. Though not specifically opposing the move for a decision on this policy before the rate question is decided, AT&T did successfully fight down proposals to have testimony confined solely to the interconnection issue.

At the outset of the hearing it was pointed out that a U.S. district court had passed jurisdiction on the interconnection question to the Commission, in Philco's injunction proceedings against the telephone company [BROADCASTING, Sept. 27; also see story page 27].

AT&T meanwhile presented a maze of statistical data to show that, on its presently available facilities and also on the basis of a "forward looking, assumed" network, operating expenses exceed video revenues. Operating expenses and taxes for June were reported as $83,475 ($64,041 for line facilities, $19,434 for station connections) as against revenues approximating $56,575 (including switches).

Average Revenues

In the "assumed" network, which AT&T expected to be typical of network service, the telephone company figured revenues at an average of $43 per airline mile per month plus $640 per station connection per month, as against operating-cost estimates of $45.41 per average one-way airline channel mile in use plus $916.66 per average station connection in use. Plant investment for the assumed network was given as $4,500 per average airline channel mile and $34,000 per average station connection in use. The revenue estimates assumed income equivalent to four additional hours of monthly service beyond the basic eight hours per day per month.

It was AT&T's position that losses sustained in the initial period of network operation should be reduced as networks expand.

Harold Cohen, FCC assistant general counsel in charge of common carrier activities, brought out that in preparing the revenue estimates for the assumed network, AT&T did not assign dollar-and-cents values to all the conditions on which the estimates were based.

The hearing was held before FCC Hearing Examiner J. Fred Johnson.

Much of the telephone company data was an expansion of information tendered when the hearing first convened last June [BROADCASTING, June 21]. This included its plans for improved methods of both coaxial cable and radio relay transmissions, both of which were assumed to be used in the "typical" network on which much of the data was based.

Defense of AT&T's interconnection system was offered by Frank A. Cowan, transmission engineer; Glenn B. Ransom, Long Lines Dept. transmission engineer, and John J. Hanselman, assistant vice president. They made plain that the company permits interconnection of its facilities with those of others to cover areas where it has no relay service of its own.

But otherwise, they maintained, interconnection is harmful to the service which the broadcaster receives from a technical standpoint, and, from an economic standpoint, would lead private services to "skim the cream" by setting up facilities in the "easier" areas and leaving AT&T to do the job in the more difficult, less profitable areas.

Cost, Rate Data Presented

Detailed cost and rate data were also presented by Rate Engineer Robert P. Judy and G. M. Wright, Long Lines Dept. general commercial engineer, in addition to exhaustive statistical information furnished by Messrs. Cowan, Ransom, and Hanselman.

Western Union's Arnold J. Douglas, assistant to the commercial vice president, and J. Z. Millar, radio research engineer, attacked the telephone company's policy against interconnection with WU's two reversible-microwave channels linking New York and Philadelphia.

They claimed AT&T's fears about the results of interconnecting with another common carrier are "unfounded," maintaining that WU's technical procedures make it "easy to maintain high standards of transmission in each section of a system, whether it be under one management or two."

They contended the transmission quality of their system equals or exceeds AT&T's and that their rate varies from "approximately the same, to as low as about one-half of that under the AT&T Co. tariff."

"We are not chained to the already old-fashioned and makeshift methods of coaxial-cable transmission, which were designed primarily for multiplex telephony," Mr. Millar declared. "We have pioneered in microwave transmission and have great confidence in the many advantages it possesses."

William Wendt, counsel for Western Union, stressed the need for a decision on the interconnection question "very quickly," and declared that to uphold AT&T's policy would be to grant, at this critical stage of network television's development, a monopoly to the telephone company.

John T. Quisenberry, AT&T at-

(Continued on page 72B)

GIVEAWAYS

New Opposition to FCC Plans

FURTHER OPPOSITION to FCC's proposed rules to ban the giveaway programs as lottery law violations has been received by the Commission from Louis G. Cowan Inc., producer of *Stop the Music* on ABC, held to be example of the type of giveaway show to be ruled off the air. The network itself earlier protested the proposed rules [BROADCASTING, Sept. 27].

Brief also has been filed by Pierson & Ball, Washington radio law firm, in behalf of several station licensees proposing an alternative method of enforcing the ban by requiring that programs in question be found unlawful first under the Criminal Code statute relating to broadcasting of lottery information. Firm held FCC's proposed rules would be legally and practically ineffective and exceed the Commission's limited jurisdiction in program subject matter.

Cowan indicated it was not sure whether the Commission would consider *Stop the Music* as the type of show that would be barred and pointed out it is "in no sense an ordinary give-away type program." Firm said show is of "high entertainment value, largely in the nature of a musical appreciation quiz" and "tests the musical skill and knowledge of the contestants." More than "60 musicologists, researchers, writers and musicians" are employed.

The production firm told FCC that Congress intended to prevent the public from being cheated and in giveaway shows there is no financial loss to the listener or chance for him to suffer such loss. The FCC's interpretation of "consideration" in such cases as that of WARL Arlington, Va. [BROADCASTING, Aug. 9] was attacked as being inconsistent with judicial precedent. The act of answering a phone or listening to a program should be considered merely as conditions attached to a promise of a gift and not in any way a lottery consideration, it was said. Note was made that skill and not chance is necessary to win on the program.

Rules Said Interpretive

Brief pointed out that FCC's notice said the proposed rules are interpretive and in no way should add to or detract from the statues. It was stated that under "our constitutional system, the interpretation of the laws is both primarily and ultimately confided to the courts."

The Pierson & Ball alternative rule proposal provides that FCC would not grant an authorization or license to any station which planned to operate in violation of the Criminal Code anti-broadcast lottery statute, a recodified version of Sec. 316 of FCC's rules [BROADCASTING, Aug. 23, 30]. In order to terminate controversies or remove uncertainities as to whether any operation was prohibited by the Criminal Code, FCC upon petition would hold a hearing and issue a declaratory order.

The current practice of informal restraint by FCC of such programs through delays on license renewals or other proceedings until corrections are made was mentioned in the brief. This unofficial "eyebrow lifting" method of handling the problem was attacked since as a result the issue is avoided and no legal guides are established for the industry to follow.

Pierson & Ball indicated it believes that a rule covering the lottery questions is desirable but that the present situation with respect to FCC's application of the Criminal Code provision "in the performance of its licensing functions is highly undesirable because of (1) the censorship that in prac-

(Continued on page 59)

SUN VALLEY

NBC Weighs Summer Transcribing

NBC is exploring the idea of transcribing some of its top programs during summer vacation periods, as a result of its Sept. 22-25 Second Annual Affiliates Convention at Sun Valley, Ida.

At the final business session Sept. 24 of the highly successful meeting, President Niles Trammell, in a frank discussion of network policies, declared that developments warranted consideration of transcribed "hiatus" broadcasts. He did not look with favor, however, upon recorded presentations during periods other than summer vacations.

Suggestions incorporated in resolutions adopted by the affiliates that the network consider a rate increase in view of the general trend among media, and in the light of increased overhead [BROADCASTING, Sept. 27], also were taken under advisement, but with little likelihood of action either way until after the first of the year.

General Satisfaction

A dozen subjects raised by affiliates were aired in the hair-letting-down session. Affiliates generally expressed satisfaction with the results, and enthusiastically endorsed continuance of the annual meetings, inaugurated in Atlantic City a year ago. The next convention was scheduled for the Greenbrier, White Sulphur Springs, W. Va., Sept. 7-9.

Mr. Trammell indicated that NBC would consider television chain-breaks of 30 seconds, but not of one minute, as suggested by a number of TV affiliates. Presumably such 30-second breaks would come on the hour and the half-hour, as on the sound network.

The plea of the TV affiliates had been for chain-breaks at the end of each program, irrespective of length. Mr. Trammell said NBC recognized the need for revenue to defray TV costs, but that he felt program continuity and quality inevitably would suffer if local spots were used in between network programs possibly four or five times per hour.

Affiliates expressed themselves in favor of additional cooperative programs in the international news roundup sphere, but not with regular program vehicles.

Other topics taken under advisement, and which will be explored from time to time with the Stations Planning and Advisory Committee include elimination of trade names from sustaining programs; setting of a minimum fee of $3 for cut-in announcements, which affects supplementary stations, and network-station liaison on movements of talent for personal appearances.

Suggestions that stations should participate in revenue received from advertisers who take summer vacations but pay 28% of time costs to retain time positions, were met with the explanation that the network uses this and other miscellaneous revenue for special events coverage such as the political conventions and the elections, for which affiliates pay no extra fees.

High tribute was paid by the affiliates and network executives alike to Paul W. Morency, vice president and general manager of WTIC Hartford, for his stewardship as chairman of the SPAC committee. There was general expression of satisfaction over the wholesome spirit of cooperation between the network and its affiliates.

Trammell Thanks

At the closing dinner Friday night—before departure of the NBC special train—Mr. Trammell expressed his thanks to the affiliates and to his associates for their fine spirit of cooperation, and particularly made mention of the arrangements at Sun Valley, under the direction of John J. Gillin Jr., president and general manager of WOW Omaha and vice chairman of SPAC.

Mr. Gillin, in response, said he believed he expressed the views of all affiliates in asserting that the "affiliates today are closer to NBC than at any time in the history" of the pioneer network.

The affiliates voted at their final session to enlarge the SPAC membership from eight to ten—the two additional to be selected from among the network's television ranks. One will represent an interconnected station, and the other a non-interconnected outlet. Elections will be held by mail referendum in November. Following precedent, five of the seven SPAC members who have served two years will retire.

The two-year members are: Chairman Morency; Vice Chairman Gillin, Secretary Milton Greenebaum, WSAM Saginaw; H. Quenton Cox, KGW Portland, Ore., and Richard Mason, WPTF Raleigh.

Tom 'Buck' Knode

GREATEST sporting feat of NBC's Sun Valley Convention was performed by Tom Knode, director of the network's press department. While on a trip to Sugar Mountain, a flicker hawk, with a two-and-one-half foot wing spread, swooped down on the former Army captain and Distinguished Service Cross holder. He grabbed the carniverous bird, and despite the clawing, pecking, and snarling, brought him back alive to Sun Valley Lodge. After appropriate ceremonies, the chief guide (who said this hawk is the most vicious of the species) released the bird.

RADIO SALES OUTLOOK

AM Will Stay—Kopf

By HARRY C. KOPF

NBC Administrative Vice President in Charge of Sales

SALES forecasting has certain inherent hazards that cannot be taken lightly. We are in a period of inflation, high prices, world unrest, and the uncertainties of a presidential-election year. We are facing accelerated competition by all media and the rapid growth of a new and revolutionary advertising medium —television. In spite of all these factors—or, perhaps in some respects, because of them—NBC network business on your station during 1948 is reaching an all-time high. In both our network operations and our owned and operated stations, this is the biggest year in history—biggest in sales revenue. At the same time, sad to relate, it is the biggest by far in cost of carrying on the business.

THIS ANALYSIS, prepared by Harry C. Kopf, NBC administrative vice president in charge of sales, for the NBC affiliate meeting at Sun Valley, is probably one of the most comprehensive studies of sales prospects for sound broadcasting and TV ever presented. Because he had suffered a strained back, his address was delivered Sept. 24 in his behalf by James M. Gaines, director of NBC managed and operated stations. Mr. Kopf formerly was vice president in charge of NBC Central Division. In 1946 he transferred to the network's New York office where he was placed in charge of sales. In NBC's top-level reorganization last year, he was made administrative vice president.

We know that everyone is tremendously interested in television and I am going to explore with you our sales picture in that field in a moment. I first would like to talk a little about what we in NBC call "the money-making side of the business"—its outlook for 1949 and my ideas of its place in the future.

Our sales department has two major responsibilities — first, to bring in revenue in increased quantities each year; second, to secure for NBC affiliates and the network, the best programs.

I'm happy to say that we again go into the fall season with most of the major programs.

Some substantial additions to the familiar NBC roster have been made during this past summer, which will mean an increased popularity for your stations. *Screen Guild Theatre*, *Ozzie and Harriet*, *Blondie*, and the two Pet Milk programs all join your established favorites. These five popular programs all were using CBS facilities last spring. There is a major realignment of Friday night which will make it, with Tuesday and Sunday, one of the top comedy nights of the week, and the nighttime schedule has been improved right down the line.

Sees Rise in '49

We anticipate that business during the first half of 1949 will continue to be excellent. We are all going to have to scratch faster and apply more creative selling than in recent years because newspapers and magazines are hitting hard and their impact is being felt in many directions. But with your support in program promotion, I am confident the job can be done.

Looking ahead into the last half of 1949 is difficult. The biggest factor cannot be accurately forecast—the general economic situation. The cost of living cannot spiral upward indefinitely without serious inflationary consequences. There is no evidence as yet of its

(Continued on page 60)

Mr. Kopf rides the ski lift at Sun Valley.

this is the man and his wife and their brood

HE is husband, father, singer, actor (Boston Blackie), Broadway producer, Dick Kollmar.

SHE is wife, mother, columnist (Voice of Broadway), radio luminary, Dorothy Kilgallen Kollmar.

THE OFFSPRING are Jill and Dickie, who sing, refuse to sing, tell a story, refuse to tell a story, ask questions . . . and add to the charm and realism of WOR's "Breakfast with Dorothy and Dick".

the not-so-private life of a man and his wife

A groan, a giggle, a gasp—
they all pay off
for the sponsor on WOR's
"Breakfast with Dorothy and Dick"

BREAKFAST IN MOST homes is a yawn and a gulp and no one the wiser. Not so with Dorothy and Dick Kollmar. What they say at breakfast in their Manhattan apartment, weekdays at 8:15 A.M. (Sundays, 11:15 A.M.), is overheard by thousands of less-sprightly pairs by way of WOR. A groan, a giggle, a gasp may invade the microphones propped between their coffee cups. No matter. The listeners love it. *Love that couple. Love those children. Love that canary.*

It's true. Listeners dote on WOR's Dorothy, Dick, and the whole Kollmar menage. Walter Winchell says he *stays up* to listen. More conventional sleepers *get* up to listen. The July-August 1948 Hooper report, rates the D & D program away above any other New York Mr. and Mrs. show.

Fact is, Hooper shows that out of the ten most popular women's participating programs on New York stations—five are on WOR, with "Breakfast with Dorothy and Dick" right up in the top stratosphere. Considering that the Mr. and Mrs. formula is said to have *started* on WOR, it's hardly surprising that WOR's husband-and-wife program is such a dazzling success.

WEDDED BLISS, BLISS INDEED. For the Kollmar's 24 current sponsors, the wedded bliss that seeps through the microphones, is bliss indeed. For the love and life of this espoused team make good listening and good *buying*. Listeners buy and buy what Dorothy and Dick sell. Like the new candy bar the Kollmar's introduced. One announcement on their program sold 5,000 bars within two days!

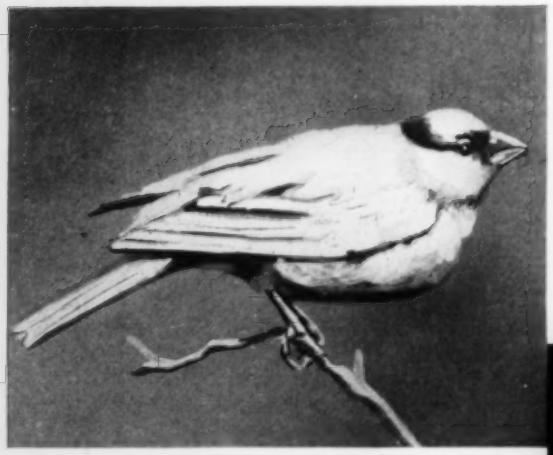
What do Dorothy and Dick talk about over WOR? The play they saw. The state of the world and the estates of the worldly. The headache of getting the kitchen painted. The shenanigans of their children, Dickie and Jill. And then, there's Dick's trek around town and his transcribed interviews with unexpected people on "Sounds of the City"—an integral part of "Breakfast".

"Breakfast with Dorothy and Dick" is a dash of real life; a peek into a famous neighbor's window. It's marriage, dream-style; a continued story that's *true*.

No wonder the listeners love it.

No wonder WOR is so sure that radio marriage is here to stay!

(continued)



this is the canary

Yasha tweets madly through the program, and was named for the canary dreamed up by Fred Allen for his famous take-off (with Tallulah Bankhead) on husband-and-wife programs.

this is Dick,

feet dangling 80 feet above the floor, while he interviews a trapeze artist at the Ringling Brothers Circus for the "Sounds of the City" section of "Breakfast with Dorothy and Dick" on WOR.

this is Dick,

catching a circus clown's candid chatter for "Sounds of the City" Dick's safaris around the big town, make memorable listening for "Breakfast with Dorothy and Dick" fans. He interviews fencers and housewreckers, jiu jitsu experts and excavators, for his "Sounds of the City" feature heard daily on WOR.

these are the spoofers

"Mr. and Mrs." programs, like WOR's "Breakfast with Dorothy and Dick" are so famous . . . that notables like the Hartmans "kid" them in the theatre.

— heard by the most people where the most people are

WOR

mutual

AWB DIST. 7

Nunn Stresses Urgency Of Freedom Message

THE MESSAGE of freedom must be carried to the American public and the world " before it is too late," Gilmore N. Nunn, head of the Nunn Stations and NAB District 7 director, told the Assn. of Women Broadcasters 7th District conference.

Meeting at the Netherland Plaza Hotel, Cincinnati, Sept. 25-26, the district AWB went through a busy two-day agenda. Mr. Nunn and Benjamin Cohen, assistant secretary-general, Dept. of Public Information, United Nations, were the featured speakers.

Mr. Nunn spoke at the Sunday dinner session on the subject, "Manana Is Too Late," a Latinish title ascribed to his recent participation as American delegate in the Inter-American Broadcasters Assn. meeting at Buenos Aires.

He urged the AWB to step up its education of listeners on benefits of freedom. "The greatest weapon that perpetuates our freedom is our free expression," he said. "Americans must learn we are free because government is free, since they are the government. They must tell the world. Tomorrow may be too late. The future of the United States depends on the solidarity of the Western Hemisphere."

Mr. Cohen, speaking at the Sunday luncheon on "Voices of the Peoples," said, "The only thing stronger than the atom bomb is public opinion. Cooperation of the world press and radio is growing. The United Nations now maintains information offices in Prague, Warsaw and Moscow, in addition to others." He urged AWB to guide public opinion through the use of UN factual information based on peace, or war, as the way out.

At the afternoon business session Ruth Crane, WMAL Washington, AWB president, and Pat Griffith, NAB director of women's activities, pointed out how association activities can be made more effective.

New ideas and plans for AWB activities were discussed at the Sunday breakfast session. At the morning meeting Roscoe Duncan, engineering director of WLWT (TV) Cincinnati, spoke on "Putting Vision in Television." The 32 delegates later took a tour of the WLWT Mt. Olympus studios.

In a series of resolutions, the AWB district thanked Messrs. Cohen, Nunn and Duncan for their participation; thanked Miss Crane and Miss Griffith for their cooperation; praised work of Katherine Fox, WLW, District 7 chairman.

Head of Radio-TV Directors Resigns

Sweets Quits, Refusing to Sign Non-Communist Affidavit

THE RADIO and Television Directors Guild (AFL), formerly the Radio Directors Guild, last week announced the resignation of its national president, William Sweets, who quit rather than sign a non-communist affidavit.

In a statement accompanying the announcement, the guild said that other officers and board members of the union had volunteered to sign such an affidavit as a means of expediting the guild's negotiations for freelance contracts, while believing that the communist issue "is a phony one." A spokesman for the union indicated that Mr. Sweets, ". . . known as a fighter against communism," resigned as a matter of principle.

Mr. Sweets, who continues as a member of the union, was elected to its presidency during the summer. There was no clue to the identity of his successor, except that he will be chosen by the executive board members from among themselves.

Here is the text of the union's statement on Mr. Sweet's resignation:

"Despite the fact he is known as a fighter against communism, Bill Sweets resigned as president of RTDG rather than sign the non-communist affidavit which was the only block in complete unification of the guild in its impending negotiations for freelance contracts. Believing that the communist issue is a phony one, but determined to focus attention on the real issues, officers and board members then volunteered to sign personal affidavits to be held by the membership, even though the guild has reaffirmed its stand not to ask for NLRB certification at this time. The strategy plans for national negotiations which were worked out during the last few days will be reviewed in special membership meetings being called in New York, Chicago and Hollywood during the week.

AWB CINCINNATI REGISTRATION

Suzette Baldwin, Public Schools, Louisville; Gloria Brown, WTAM Cleveland.

Evelyn Carroll, WPAD Paducah, Ky.; Elaine Cobourn, WPAY Portsmouth, O.; Madge Cooper, WMRN Marion, O.; Ruth Crane, WMAL Washington.

Lorell Ann Dennis, WTRF Bellaire, O.

Miriam Foltz, WOSU Columbus; Mrs. O. K. Ford, WFTM Maysville, Ky.; Katharine Fox, WLW Cincinnati; Mildred Funnell, WTAM Cleveland.

Eileen Gannen, WAVE Louisville; Lucile Graham, WPAY Portsmouth, O.; Pat Griffith, NAB, Washington.

Kay Hamilton, WSAI Cincinnati; Sara C. Hancher, WINN Louisville; Eleanor Hanson, WHK Cleveland; Jip Houston, WCOL Columbus.

Frances Judd, WPAY Portsmouth, O. Virginia Kirchner, WINN Louisville. Helen Nugent, WCTS-FM Cincinnati. Marjorie Plank, WAVE Louisville.

Margariete Ralls, Nat'l Fed. Bus. & Prof. Women's Clubs, Columbus; Norma Richards, WSPD Toledo; Betsy Jane Rosen, WTOL Toledo; Dorcas Ruthenberg, WHAS Louisville.

Fern Sharp, WBNS Columbus. Rita Thomas, WHKC Columbus.

Louise Weiler, WINN Louisville; Betty J. White, WOSU Columbus; Dorothy Wood, WFTM Maysville, Ky.

Meg Zahrt, WAKR Akron.

GIRLS GALORE greeted Gilmore N. Nunn, NAB District 7 director, at Cincinnati meeting of Assn. of Women Broadcasters. The girls (l to r): Dorcas Ruthenburg, AWB Kentucky chairman; Ruth Crane, WMAL Washington, AWB president; Pat Griffith, AWB vice president and NAB women's director; Katherine Fox, WLW Cincinnati, District 7 AWB chairman; Betsy Nunn, who celebrated her 16th birthday; Madge Cooper, WMRN Marion, Ohio, AWB Ohio chairman.

And So to Bed

ONE-MINUTE movie short, combining animation and photography, is being used as a television sign-off commercial by Eclipse Sleep Products Inc., New York. The animated sequence presents technical features in construction of the firm's Quiltress mattress. Powers Model Rosemary Colligan is starred in a sleep-inviting retiring scene. The sign-off is scheduled in Washington, Baltimore, Philadelphia and New York. Account is handled by Henry J. Kaufman & Assoc., Washington, and film is produced by Byron Inc., of that city.

RMA GIVES QUARTER SALES OF COMPANIES

SALES of civilian broadcast transmitting equipment totaled $8,099,780 for the second quarter of 1948, compared to $6,725,335 in the first quarter, according to a report by RMA covering its member companies. TV sales, including studio, antenna and related apparatus, totaled $3,277,307 in the second quarter, or $4,959,922 for six months.

FM transmitting equipment sales totaled $1,385,598 in the second quarter, $3,000,802 for the half-year. AM transmitting equipment sales were $716,707 for the second quarter, $1,384,142 for the half-year.

Studio and antenna equipment for both AM and FM stations totaled $1,666,823 in the second quarter, with miscellaneous equipment adding $437,017 with another $616,328 in export sales.

Total transmitting and communications equipment sales for the second quarter (excluding tubes) were $50,318,006 compared to $30,628,315 in the first quarter, U. S. government purchases accounting for 71% in the second quarter and 67% for the half-year.

Free & Peters Inc. Named by WAAM

Baltimore's Third Video Outlet Plans Mid-October Start

APPOINTMENT of Free & Peters Inc. as exclusive national representative of the new WAAM (TV), Baltimore's third television outlet, was announced last Friday by Frederick L. Allman, executive vice president.

The station, assigned Channel 13, expects to begin operation in mid-October, though no definite date has been set. Test patterns will go on the air this week.

WAAM, licensed to Radio Television of Baltimore Inc., will be an ABC TV affiliate. The company has an AM grant for 1010 kc, 1 kw, daytime, authorized a fortnight ago.

Equipped by RCA throughout, WAAM represents an investment in plant, equipment and real estate of approximately $600,000. Norman C. Kal, Washington and Baltimore agency executive and head of the firm of Kal, Ehrlich & Merrick, will double in brass as general manager. The station has a video power of 26.1 kw and audio of 13.8 kw. Mr. Allman also is owner of WSVA Harrisonburg, Va., and of WSIR Winter Haven, Fla.

Hammann to WABD

JOHN HAMMANN, formerly an account executive at ABC and previously sales manager of KYW Philadelphia, has been appointed manager of daytime sales for WABD New York, key station of the DuMont Television Network. WABD is beginning full-scale daytime operations early this month, with a 7 a.m. to 6 p.m. weekday schedule in addition to its evening programs [BROADCASTING, Sept. 27].

CJRW SUMMERSIDE, P. E. I., is new 250 watt station on 1240 kc, which goes on air soon. **A. G. ROGERS** has been named manager, and **L. C. DUNFIELD** as program director. Station is licensed to Gulf Broadcasting Co. Ltd., Lidstone Bldg., Summerside, and has appointed Radio Representatives Ltd., Toronto and Montreal, as exclusive representative.

MORNING!...

KRNT	Sta. A	Sta. B	Sta. C	Sta. D	Sta. E
★46.9	6.6	1.6	19.7	4.1	20.0

HOOPER SHARE-OF-AUDIENCE

AFTERNOON!...

KRNT	Sta. A	Sta. B	Sta. C	Sta. D	Sta. E
★38.7	8.9	5.3	12.5	3.6	28.3

HOOPER SHARE-OF-AUDIENCE

NIGHT-TIME, TOO!...

KRNT	Sta. A	Sta. B	Sta. C	Sta. D	Sta. E
★27.9	5.7	19.4	14.9	5.4	25.8

HOOPER SHARE-OF-AUDIENCE

Saturday Daytime and Sunday Afternoon Domination Put KRNT Out Front 7 Days a Week!

Use KRNT to Merchandise Your Product in a Territory That Has the Money to Buy it — Central Iowa. Polk County (Des Moines) Boasts the **SECOND HIGHEST EFFECTIVE BUYING INCOME PER FAMILY** in the entire United States!★★

KRNT ranks second to none in **EFFECTIVE SELLING POWER!** Our many accounts agree that resultful advertising is the cheapest! You will, too!

KRNT
DES MOINES
THE REGISTER AND TRIBUNE STATION

★ C. E. Hooper Share-of-Audience Report, June-July 1948, Des Moines—City, also shows KRNT leading the next highest-rated station by 10.2 points in total rated time periods.

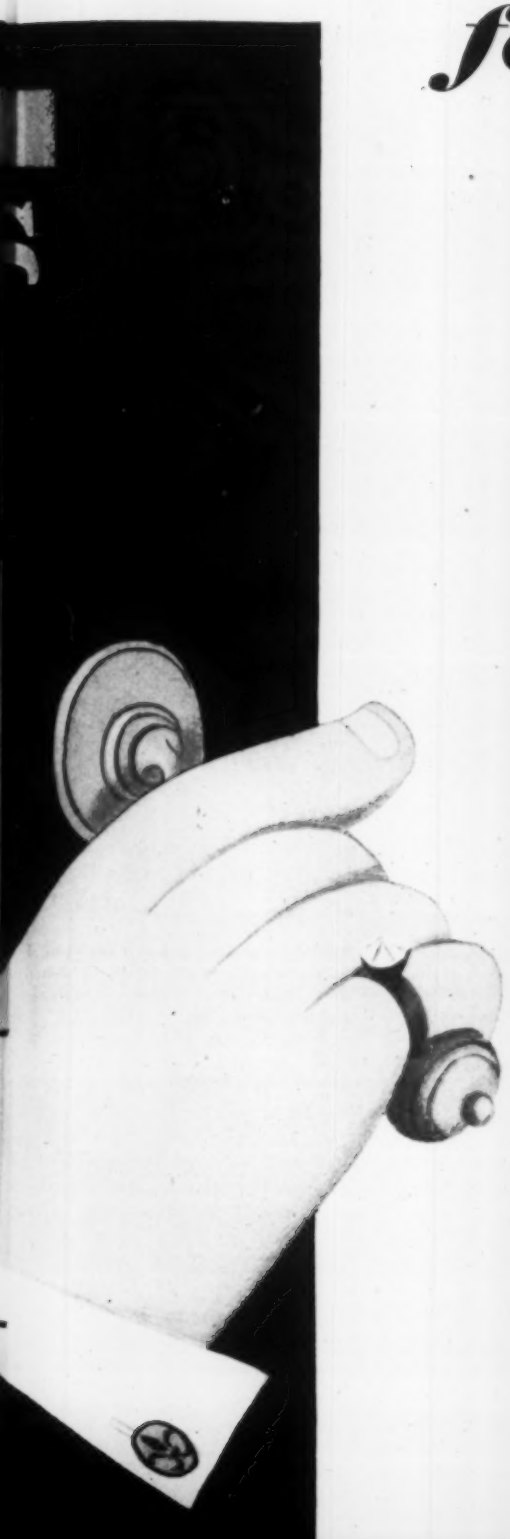
★★ The figure is $6,402, according to 1948 Sales Management Survey of Buying Power (copyrighted).

ASK A KATZ MAN

That Very Highly Hooperated, Sales Results Premeditated, ABC Affiliated Station in Des Moines!

We h
sales
WBT, CHARLOTTE
KSL, SALT LAKE CITY
WRVA, RICHMOND
WAPI, WAFM, BIRMINGHAM
WEEI, BOSTON
WCCO, MINNEAPOLIS
KMOX, ST. LOUIS
WTOP, WASHINGTON
KNX, CPN, LOS ANGELES
WCAU WCAU-TV, PHILADELPHIA
WBBM, CHICAGO
WCBS, WCBS-TV NEW YORK
Balet

e have the talent for making sales



Your Radio Sales Account Executive has the talent—local live talent—that will ring cash registers for you in twelve of your biggest and richest sales territories. Best proof is that national spot advertisers are now sponsoring close to six hundred local live talent broadcasts on the Radio Sales represented stations. And more than seven out of every ten of these sponsors are on a renewal basis!

Radio Sales

RADIO AND TELEVISION STATIONS

REPRESENTATIVE...CBS

Radiorama

BOUND to get a rise out of the convention—on the ski lift—Paul W. Morency, v. p. and general manager of WTIC Hartford, and chairman of SPAC committee, starts the ascent.

FACING the Idaho hills, Charles R. Denny addresses a luncheon meeting of the NBC affiliates, marking his first official appearance as executive vice president of the network.

A BIG BRASS band—from Sun Valley—turned out to meet the early arrivals among the NBC affiliates as they disembarked from their Union Pacific train at the resort.

BASKING in Sun Valley's sunshine are (l to r) NBC President Niles Trammell; John J. Gillin Jr., WOW Omaha; Fred Schilpin, KFAM St. Cloud, Minn.

TIME OUT for a smoke between sessions for these NBC affiliates (l to r), S. S. Fox, KDYL Salt Lake City; Harry Bannister, WWJ Detroit; Walter Bridges, WEBC Duluth; Walter J. Damm, WTMJ Milwaukee; Joe E. Baudino, KDKA Pittsburgh.

COMPLETELY relaxed in the 85-degree temperature of the swimming pool at Sun Valley Lodge are H. Quenton Cox (l), KGW Portland, Ore., and Jim Nelson, NBC promotion manager.

CAUGHT in the midst of a good one are (l to r) Harry Stone, WSM Nashville; Louis G. Baltimore, WBRE Wilkes-Barre, Pa., and Pierre Boucheron, WGL Fort Wayne.

FENCE PERCHERS at the Sun Valley Lodge are I. E. (Chick) Showerman (l), NBC Chicago v. p., and Sidney Strotz, administrative v. p. in charge of Hollywood and television.

NBC'S MR. DENNY (l) is congratulated by William E. Pape, owner of WALA Mobile, after the executive vice president's speech on the new television contract for affiliates.

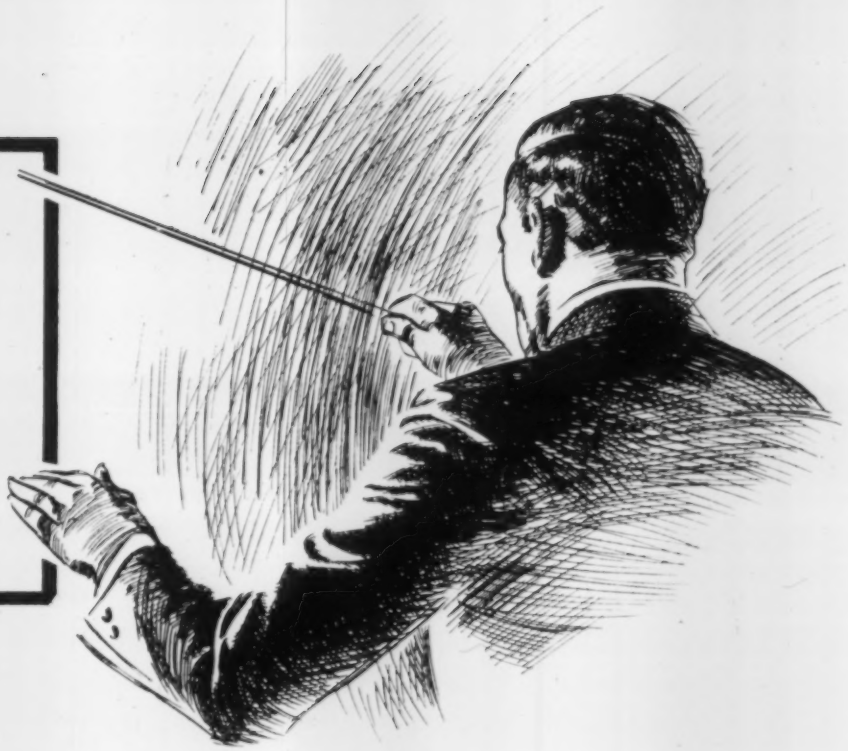
TWO ADMINISTRATIVE vice presidents of NBC get together on the porch of Sun Valley Lodge. Looks as if Harry C. Kopf (l), sales v. p., is selling a show to Ken Dyke, progam v. p.

BUFFALO barbecue gourmets are (l to r) E. Y. Flanigan, WSPD Toledo; J. Robert Kerns, WLOK Lima; Mrs. Kerns; Mrs. J. Harold Ryan; Mr. Ryan, Fort Industry Co. v.p. and treasurer.

In its endeavor to bring Detroiters a diversity of entertainment, WWJ-TV, Michigan's first television station, has added weekly televised broadcasts of the Detroit Symphony Orchestra to its ever-growing list of program features. Compliments received from the thousands of television set owners in Detroit attest to WWJ-TV's perfection in technique during the first broadcasts of the Symphony. It marks another milestone in the progress of WWJ-TV, which, in its second year of operation, has already become an effective advertising medium in this multi-billion dollar market.

ADDED ATTRACTION

THE SYMPHONY



FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

RADIO & TV LAW

Warner Book Well Done

RADIO AND TELEVISION LAW. By Harry P. Warner. Matthew Bender & Co., Albany, N. Y. 1,095 pp. $35.

HERE is a welcome phenomenon, a law book which even a non-lawyer can read for pleasure as well as profit.

It could hardly fail to be engrossing, for it is the story of radio regulation, which means it is also the story of radio. And Harry Warner has made it easily readable. It is not nearly so lugubrious as the title may lead you to expect: *Radio and Television Law; A Standard Reference Book on the Legal and Regulatory Structure of the Radio Industry.*

It is not so brash as to undertake to tell you what FCC, or Congress, or the courts are likely to do in any given situation in the future. But if you want to know what they have done in similar situations in the past, you will find much here to help you, and you can gauge the trends for yourself.

Suppose that you have a question about the law on political broadcasts, which seems a safe assumption in this election year. This volume not only quotes the law for you but gives the background and reviews the applicable FCC rulings from the Bellingham, WDSU, and Rainey cases to the recent kingpin of them all, the Port Huron decision. The history is instructive; and if you fail to find the precise answer to your question, it should be remembered that a Congressional investigating committee had trouble on that score too.

Gives All The Answers

Suppose, again, that you have a question relating to the network regulations. Here you will get a history of network broadcasting, an explanation of network operations, the legislative history of the law applicable to networks, and the history of FCC's network investigation and report, along with the regulations themselves and an examination of the court decisions bearing on them.

These are but two illustrations of the scope and detail of the book. Another indication is the fact that that it is 1,095 pages long and that the index alone takes 155 pages. It is the first comprehensive analysis of the origin, functions and activities of the FCC in relation to the AM, FM and television fields.

Harry Warner, a young attorney of the Washington law firm of Segal, Smith & Hennessey, has spent more than three years gathering the material and writing this book. He comes originally from Newark, more recently from Los Angeles, via the U. of Michigan Law School and the U. S. Army. He was a member of the American Bar Assn.'s Committee on Communications Law, and is a former associate editor and editor-in-chief of the Federal Communications Bar Journal.

He has organized this study—it's to be expanded with later supplements, incidentally — into 10 chapters, starting with the practice and procedure of the FCC—how it operates and how its procedures evolved.

Next comes an examination of the administrative process, with attention to the qualifications required of applicants, other factors upon which the Commission frequently bases its choice in competitive proceedings (local residence, newspaper ownership, multiple ownership, etc.), and engineering standards and how they have been interpreted and applied.

Program Standards

The chapter on program standards covers lotteries, political broadcasts, advertising, defamation by radio, and similar problems; presents pertinent statutory provisions on program content, with their legislative histories; examines the widely argued principle of free speech as it relates to radio; discusses current standards of advertising including the control exercised by the Federal Trade Commission and the Pure Food & Drug Administration; reviews the NAB Code and the program policies of CBS and NBC, and inspects in detail the famed Blue Book—for which, incidentally, Mr. Warner finds no adequate Congressional authority.

From program standards the volume moves to the network regulations and then to the law and rules governing station sales, including the Avco open-bidding rule and a discussion of contracts which have been rejected or questioned by the Commission.

There are separate chapters on FM and television. In view of rapid developments in these fields, Mr. Warner and the publishers plan later expansions of these sections, particularly with reference to television property rights, contracts, and film arrangements. The book is arranged to accomodate inserts of new material, so that supplements to any of the chapters may be issued as developments warrant. A chapter on facsimile also is contemplated.

In the final chapters Mr. Warner discusses the relationship of the courts to the Commission, examines radio legislation from 1912 to the present, and describes and appraises proposals for amendments of the existing law. There is a list of all proposed amendments introduced in Congress since 1934, and the latest—the White Bill—is analyzed section by section. An appendix carries the Communications Act in text, and, at the outset, there is a checklist of the application forms, program definitions, and reports required by the Commission.

Agencies

(*Continued from page 12*)

joined newly-organized Los Angeles branch of Chicago agency, George F. Florey Inc., as account executive. Agency located at 117 N. Robertson Blvd. Phone number is Bradshaw 2-6488.

ACE OCHS, former CBS New York staff producer, joins Ward Wheelock Co., Hollywood, as producer of CBS Bob Crosby *Club 15*.

CLAIRE H. CRAWSHAW, office manager of Buchanan & Co. Inc., Los Angeles, returned to work after three months' illness.

WILLIAM MAXFIELD, former sales representative for *Esquire* Magazine, Los Angeles, joins Lindeke Adv., same city, as account executive.

BEA STEFFEY, former fashion account executive with Irwin-McHugh Adv., Hollywood, joins Glasser-Gailey Inc., same city, to handle copy and publicity. She replaces **ADELAIDE KERR**, resigned.

TED KELLER, formerly associated with Wesley Assoc., New York, joins Harry B. Cohen Adv. Co., New York, as account executive.

GENE KUMMEL, formerly with John Hudson Moore Inc., as advertising manager, joins executive staff of William H. Weintraub & Co., New York.

S. L. "PAT" WEAVER, vice-president in charge of radio and television for Young & Rubicam Inc., is in Hollywood from New York for few weeks conferences.

MOORE & HAMM Inc., New York, have moved from 18 East 48th St. to 7 and 9 East 35th St. Telephone: ORegon 9-4100.

TERRY HANSON, formerly with Knollin Adv. Agency, San Francisco and **TOM HOPKINS**, formerly with Beaumont & Hohman, same city, join the Biow Co. there.

MILTON PAUL FIGEROID, formerly with the *Hayward* (Calif.) *Daily Review*, joins Ad Fried Adv. Agency, Oakland, Calif., as production manager.

BRISACHER, VAN NORDEN & STAFF, San Francisco, on Sept. 22 announced opening of offices in Smith Tower, Seattle, Wash. **DEANE WEINBERG**, formerly an account executive in San Francisco office, is in charge.

O'BRIEN ADV. Ltd., announces opening of their new offices at 928 West Pender St., Vancouver, B. C. Telephone: Pacific 9174.

THOMAS F. CONROY Inc., San Antonio, Texas, elected to membership in American Assn. of Advertising Agencies.

RANDOLPH KUHN Adv., has moved to new quarters at 802 SW Broadway, Portland, Ore.

Video's Problems Covered by Dunlap

UNDERSTANDING TELEVISION—WHAT IT IS AND HOW IT WORKS by Orrin E. Dunlap Jr. 128 pp. New York: Greenberg. $2.50.

IN his new book, *Understanding Television—What It Is and How it Works*, Orrin Dunlap Jr., a vice president of RCA, covers a multitude of the every day questions asked about video. From the wave motion of light to operation of the image orthicon tube, Mr. Dunlap presents his complex subject in simple language.

The first two chapters, "Steps That Led to Television" and "How You See by Television," discuss the basic discoveries in the electronic and optical fields that were forerunners to video. "Today's television camera is an electronic 'eye.' It receives reflected light, transforms it into electronic energy, and passes it along for radio transmission to distant places."

The video receiver is, in effect, the brain which interprets this energy in the form of light and shadow to form the picture.

A chapter on "What Performers Should Know About Television" voices the warning: "Be natural, be yourself!" Techniques for speakers as well as actors are outlined.

"Testing Your Television I. Q." presents a series of questions and answers on all phases of video while the "Television Glossary" gives definitions of a large number of words used in the field.

A bibliography of books on television also is included.

Electronics Forum

FORUM on electronic research, development and application will be conducted Nov. 4, 5 and 6 at the Edgewater Beach Hotel, Chicago, by the Illinois Institute of Technology, Northwestern U., the U. of Illinois, American Institute of Electrical Engineers and the Institute of Radio Engineers.

There's a lot more to it than this...

In any kind of business these days you certainly have to get around. But in the highly complex advertising field of Spot Radio there's a lot more to it than this.

To cash in on Spot's tremendous sales-making potential—to give advertisers the kind of expert service they need and want, a number of qualities are required. Weed and Company representatives have them all.

First there's training and experience; you can't even get started without them. Then there are the intangibles of timing, associations, persistence—and maybe even a little luck. But, most important of all—are expert *knowledge* and plain *hard work.* For these are the two factors that produce most of the results most of the time . . . the two factors that make Weed and Company service so valuable to any advertiser.

Weed and company

radio station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

WHADDA YOU SEE AT SUNRISE (Ky.)?

In Sunrise (Ky.) you wouldn't get to see very much, because there just *isn't* much to see. Like so many of the small-town "markets" in Kentucky, it's *daylightfully* small — and that's about all!

But no matter *when* you look at the Louisville Trading Area — at sunup, high noon or dusk — you'll see a *greater sales potential* than for all the rest of the counties in the State *combined*. WAVE has at least a 50% BMB Audience in almost every *inch* of this Area.

So, gosh dawn it, let WAVE show you how to bask in the wonderful sunshine of *bigger sales* for *less money*. From cockerow to curfew, WAVE's your *buy* in Kentucky!

LOUISVILLE'S
WAVE

NBC AFFILIATE
5000 WATTS . 970 KC
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

New Business

(*Continued from page 13*)

28 the French program, *Radio Concert Canadienne*, on 12 Quebec stations, Mon. 9-9:45 p.m. Agency is Cockfield Brown & Co., Montreal.

COLGATE-PALMOLIVE-PEET Co. Ltd., Toronto (Super Suds) on Oct. 6 to end of year starts *Blondie* on 16 Eastern Dominion network stations, Wed. 8-8:30 p.m. Agency is L. J. Haegerty Ltd., Toronto.

COCA-COLA Ltd., Toronto (soft drink), on Oct. 3 renews for one year *The Pause That Refreshes* on 29 Dominion network stations, Sun. 6:30-7 p.m. Agency is D'Arcy Adv. Ltd., Toronto.

STANDARD PAINT & VARNISH Co. Ltd., Windsor, Ont., has started spot announcement campaign on several Canadian stations. Account is placed by McGuire Adv. Ltd., Windsor.

COLGATE-PALMOLIVE-PEET Co., Toronto (Palmolive soap) has renewed for 39 weeks French-language program *La Mine d'Or* on CKAC Montreal, CHRC Quebec and CKCH Hull, Tues. 8:30-8:55 p.m. Agency is Spitzer & Mills, Toronto.

CATALINA Inc., Los Angeles (swimsuits), has prepared, through Telefilm Inc., series of six one-minute and one ten-minute television subjects to be released to dealers nationally for 1949 season. Agency: David S. Hillman Inc.

Network Accounts • • •

R. J. REYNOLDS Co., Winston-Salem (Camel cigarettes), renews *Vaughn Monroe Show*, Saturdays, 7:30-8 p.m. on CBS, starting Oct. 2. Contract is for 52 weeks. William Esty & Co., New York, is agency.

TONI Co., Chicago (home permanent wave and shampoo), renews Oct. 25 for 52 weeks *This Is Nora Drake*, five-a-week, 10 a.m. (CST), over full NBC network. Agency is Foote, Cone & Belding, Chicago.

MEREDITH WILLSON show sponsored by General Foods, (Jello) originally scheduled to debut Oct. 5 on ABC has been switched to 10:30-11 p.m., Wednesday night period, starting Oct. 6 on same network. Young & Rubicam, New York, is agency.

ARMSTRONG CORK Co. (floor products) renews *Theater of Today*, Saturdays, 12-12:30 p.m., on CBS, effective Sept. 25. BBDO New York is agency.

CONTINENTAL PHARMACAL Co., Chicago (Kyron), is sponsoring *Leave It to the Girls*, Fridays, 8:30-8:55 p.m. on MBS. Arthur Meyerhoff Co., Chicago, is agency.

AMERICAN ASSN. OF RAILROADS sponsors *The Railroad Hour* starting today (Oct. 4) at 8 p.m. on ABC. Show is weekly program of musical comedies and operettas. Agency: Benton & Bowles, New York.

TEXAS GULF SULPHUR Co. renews for fifth season sponsorship of Houston Symphony orchestra broadcasts, Sat., Nov. 6, over KPRC Houston and Texas Quality Network.

OGILVIE FLOUR MILLS Co. Ltd., Toronto (flour, cereals), Oct. 2, started for 39 weeks *Find Your Fortune* quiz show on 27 Trans-Canada stations, Sat. 8-8:30 p.m. Agency: E. W. Reynolds & Co. Ltd., Toronto.

Adpeople • • •

FRANCIS R. JOHLIE, formerly of Dancer-Fitzgerald-Sample Inc., Chicago, and Culligan Zeolite Co., Northbrook, Ill., joins radio department of The Toni Co., Chicago, as director of prizes and promotions.

Reynolds Is to Sponsor Garden Events on CBS-TV

R. J. REYNOLDS Tobacco Co. (Camel Cigarettes) will sponsor 40 of the 70 Madison Square Garden events to which CBS-TV has exclusive TV coverage rights, the network announced last week.

The Reynolds sponsorship became effective Sept. 30 with a pick-up of the world's championship rodeo from the Garden. Most of the other events covered in the agreement between the tobacco firm and CBS-TV are college basketball games. Wm. Esty, New York, is the Reynolds agency.

Firm Dissolves

CONSULTING radio engineering firm of Anderson & Merryman, New Orleans and New York, has been dissolved. H. Vernon Anderson & Assoc. will continue to maintain headquarters at 134 Clarence St., Lake Charles, La., telephone number 7-277. Headquarters of Phillip Merryman & Assoc. will be located at 33 W. 42d St., New York City, telephone number LO 3-6029.

TV

In Philadelphia, city of homes, television isn't just something to come. It's *here* . . . 65,000 antennas on rooftops picking up the programs of WCAU. The nation's third largest market is *second* in number of TV set owners. WCAU, with Philadelphia's highest antenna and the equivalent of an effective radiated power of 50,000 watts, reaches out to them with program popularity and potent advertising pull.

on WCAU you're in Philadelphia

CBS AFFILIATE

→ TV
→ AM
→ FM
→ FAX

THE PHILADELPHIA BULLETIN STATIONS

RADIO WEEK

Expanded Observance Planned

OBSERVANCE of fourth annual National Radio Week Nov. 14-20 will be carried out on a greatly expanded scale, according to W. B. McGill, Westinghouse Radio Stations Inc., director of the overall committee.

As was the case last year the week will be divided into two main phases—nationwide "Voice of Democracy" broadcast script contest for high school students, and local promotion including the Radio-in-Every-Room theme.

For the first time in the four years of observance, detailed plans for the week are well ahead of schedule. Advance planning was started shortly after the celebration was concluded last year, and committees for the first time are operating without the handicap of delayed start and lack of organization.

Broadcasting stations will take part in the local merchandise promotion of the Radio-in-Every-Room theme, with 30,000 radio dealers cooperating as well as a score of national trade organizations. Radio Week advertising copy will be provided daily and weekly newspapers by the Advertising Committee of the Radio Mfrs. Assn. with suggestion that they solicit radio dealers for joint sponsorship of the space.

Spot announcements and program scripts carrying out the theme will be supplied stations by NAB, co-sponsoring the week's events with RMA, U. S. Junior Chamber of Commerce and U. S. Office of Education.

Dealers, distributors and broadcasters will display new radio and television sets during the week. Promotion will stress technical advance in receivers, excellence of programs and availability of radios "for every room" and "for everyone . . . everywhere." Newspaper copy will be prepared for re-run as display posters for display in windows and showrooms.

Kit Idea Dropped

The promotion kit idea for dealers has been dropped this year, but set manufacturers and distributors will contact dealers directly to aid them in joining the celebration in cooperation with Junior Chamber chapters, schools and other groups.

Again four national winners will be selected from participants in the "Voice of Democracy" contest. Entries are expected to be several times the 20,000 total a year ago when the contest got away to a faltering and delayed start. National winners will receive $500 scholarships, with special prizes planned by many local organizations. One such prize is a $500 scholarship to be awarded by the Electric League of Indianapolis to the local winner.

The Junior Chamber is sponsoring and directing the local contests, with broadcasters, dealers, distributors and educators cooperating. The U. S. Office of Education has endorsed the contest again. The winning five-minute essays on freedom in last year's contest have been heard by transcription in many schools.

In cities where the JCC lacks chapters it will ask mayors to organize committees of young businessmen to direct the contests.

NAB is sending a series of five-minute transcriptions to all stations for broadcast at stated times during Radio Week as guides for high school students (Grades 10, 11 and 12). The discs outline the benefits of the democratic form of government and free enterprise.

Recordings were made by James Stewart, actor; Paul E. Bagwell, president, Junior Chamber; Maj. Gen. Luther Miller, U. S. Army Chief of Chaplains; Dr. John W. Studebaker, editor of *School Life;* Justin Miller, NAB president. The recordings also will be re-spotted on educational and other programs. Scripts of the talks are being distributed by the Junior Chamber. A number of radio actors are transcribing announcements.

A speech will be supplied by NAB for use at service club luncheons and other meetings.

RMA-NAB Display Booth

RMA and NAB are cooperating in a display booth at the national School Broadcast Conference Oct. 13-15 in Chicago, with two of last year's winners to be present. High schools will be supplied three-color posters describing the contest, and advertising material will be supplied trade publications.

Organizations taking part in the week, besides those mentioned, include National Assn. of Music Merchants, National Electrical Wholesalers Assn., National Retail Furniture Assn., FM Assn., American Assn. of Advertising Agencies, Assn. of Women Broadcasters, Television Broadcasters Assn., Southern California Radio & Electrical Appliance Assn., Bureau of Radio & Electrical Appliances, Electric Institute of Washington, Electrical Assn. of New Orleans, Electric Institute of Boston, Nebraska-Iowa Electrical Council, Electric League of Chattanooga, Inter-Mountain Electric Assn., Central West Virginia Electrical League, Electric League of Indianapolis, Electrical & Gas Assn. of New York. More are expected to take part.

Louis Hausman, of CBS, promotion consultant, is assisting Mr. McGill in the Radio Week planning.

The top two (listener-wise) stations in Louisville

WHAS Market.....$4,911,325,000*
Station B Market.....$1,113,644,000*

Pardon us for pointing....

. . . but WHAS gives you four times the market at less than twice the cost. That means *more than twice as much for your money* over WHAS!

No matter now you look at radio in Louisville, your best buy is the large ECONOMY size, WHAS—

The only radio station serving and selling all of the rich Kentuckiana Market

WHAS Louisville, Kentucky

50,000 WATTS • 1-A CLEAR CHANNEL • 840 KILOCYCLES

Victor A. Sholis, Director — J. Mac Wynn, Sales Director

Reaching MORE for LESS

Buying income reached per $1 spent for radio time (based on 1-minute daytime announcement) } WHAS . . $130,968,666 / STATION B $55,682,200

Ask Petry for PROOF

*Approximate gross effective buying income within .5mv/m contours. Within the WHAS contour, though not included in their total, are the metropolitan areas of Cincinnati and Indianapolis in which WHAS claims no appreciable listenership. Income figures from Sales Management Survey of Buying Power (Copr. 1948); further reproduction not licensed.

12 Is the limit!

~~1~~ ~~2~~ ~~3~~ ~~4~~ ~~5~~ 6 7 8 9 10 11 12

YOURS MAY BE ONE OF THE TWELVE STATIONS TO BE REPRESENTED BY

RADIO REPRESENTATIVES, Inc.

If

You are located in a key market—

You want more sales (and who doesn't)—

You want a Station Rep who is going to SERVE ONLY A FEW (not more than 12 key stations) in order to SERVE THEM BETTER

You want a Station Rep who has a prolific organization rendering an outstanding sales job, who punches hard to get good business, who is not just an order-taker or passenger on a gravy train—

Consult:

RADIO REPRESENTATIVES, Inc.

(A newcomer to the Station Rep field, but old hands at the business)

See our galaxy of Sales Stars

PEGGY STONE
Said to pack a 1-2 sales punch!

HARRY S. GOODMAN
They call him "dynamite"

JOHN NORTH
Knows his Stations and Agencies like a book

WE THREE, and the rest of us, know we cannot serve too many masters and do the job to which we are pledged. For this reason we cannot guarantee that we can serve you, but it costs nothing to find out. We invite your confidential inquiries.

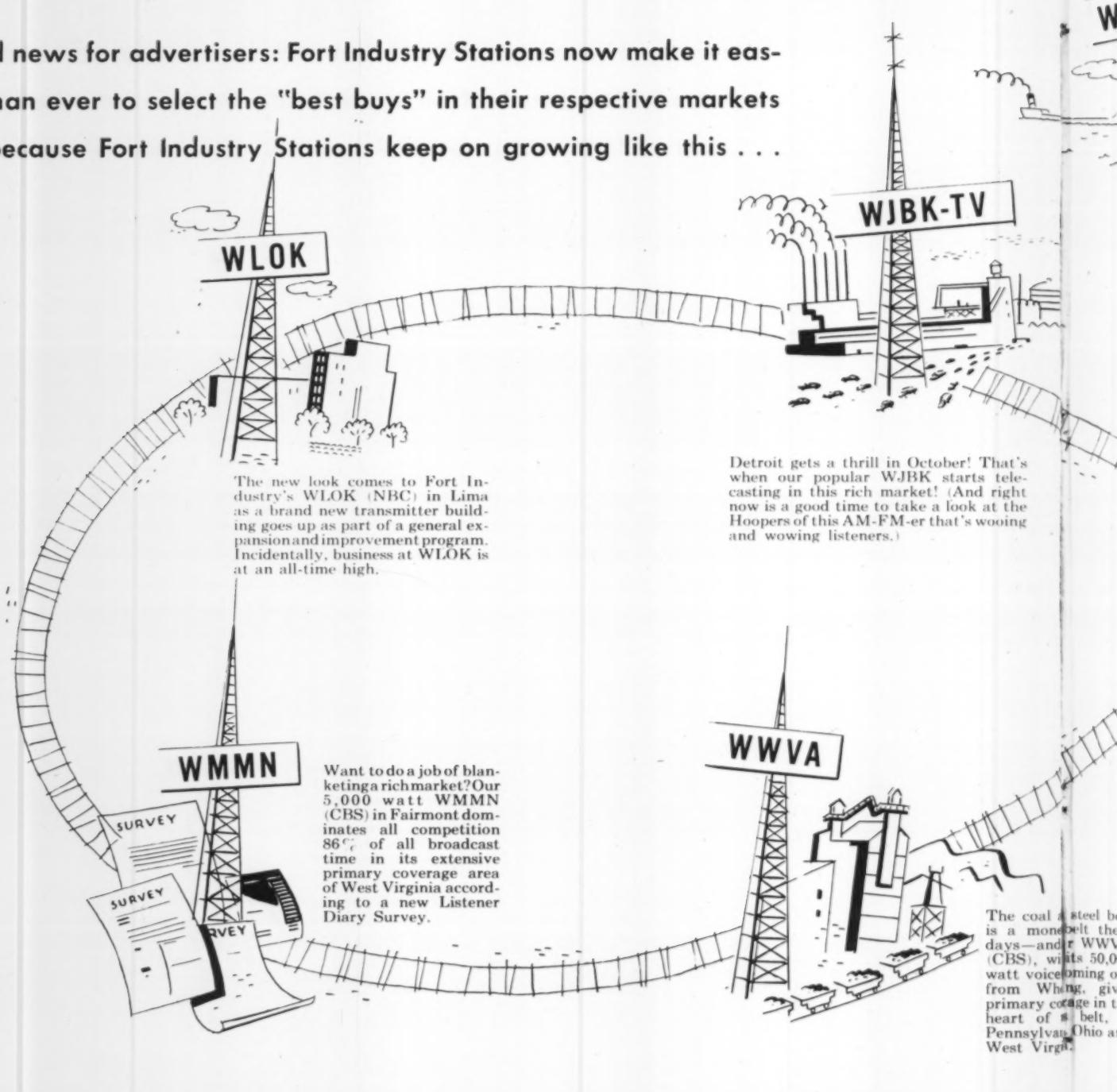
RADIO REPRESENTATIVES, Inc.

480 Lexington Ave., New York City

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

GOING PLACES

Good news for advertisers: Fort Industry Stations now make it easier than ever to select the "best buys" in their respective markets . . . because Fort Industry Stations keep on growing like this . . .

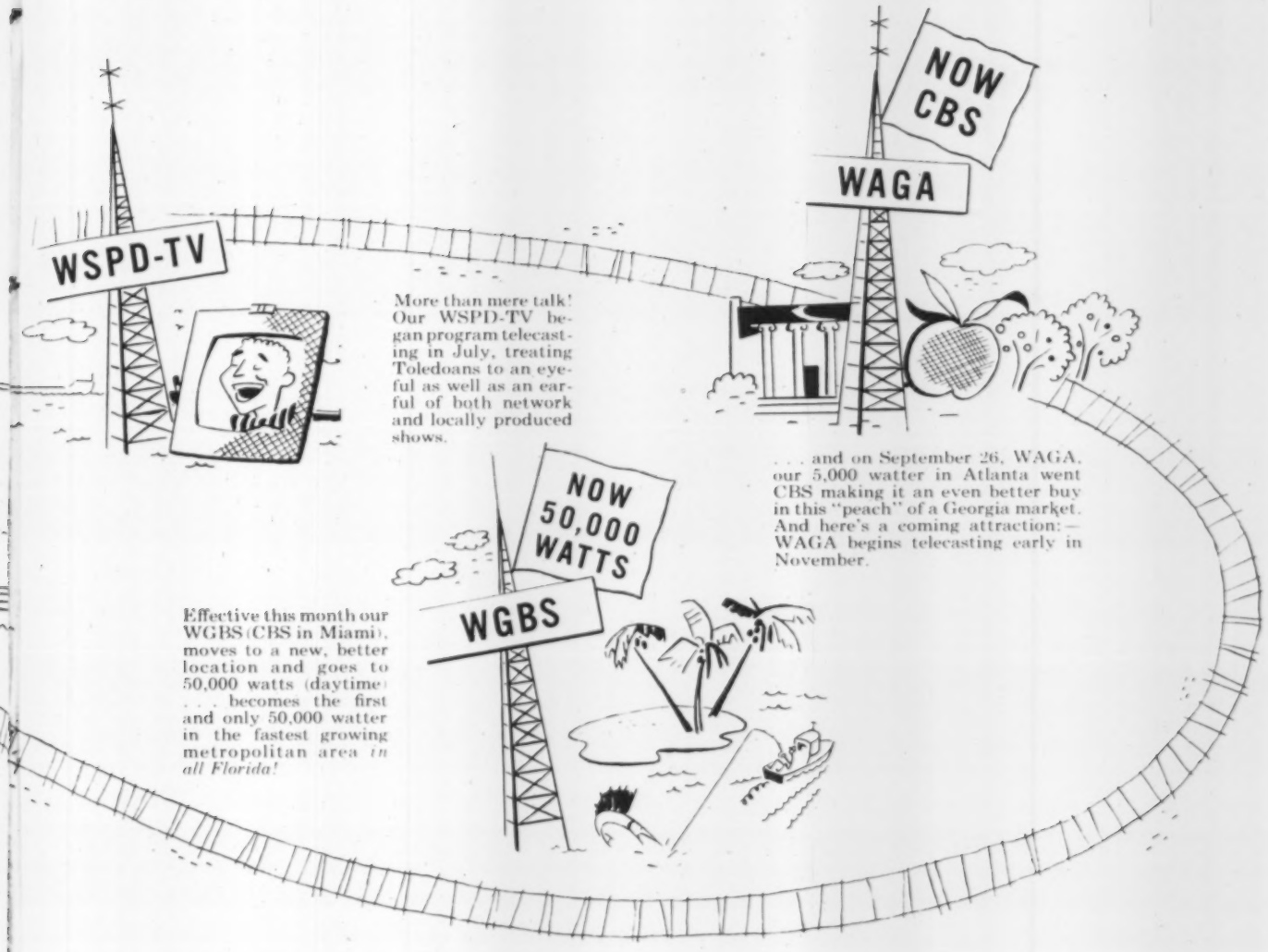


The new look comes to Fort Industry's WLOK (NBC) in Lima as a brand new transmitter building goes up as part of a general expansion and improvement program. Incidentally, business at WLOK is at an all-time high.

Detroit gets a thrill in October! That's when our popular WJBK starts telecasting in this rich market! (And right now is a good time to take a look at the Hoopers of this AM-FM-er that's wooing and wowing listeners.)

Want to do a job of blanketing a rich market? Our 5,000 watt WMMN (CBS) in Fairmont dominates all competition 86% of all broadcast time in its extensive primary coverage area of West Virginia according to a new Listener Diary Survey.

The coal & steel b is a mone belt the days—and r WWV (CBS), wi its 50,0 watt voice oming o from Whg, giv primary co age in t heart of s belt, Pennsylvan Ohio a West Virgi


WSPD-TV
More than mere talk! Our WSPD-TV began program telecasting in July, treating Toledoans to an eyeful as well as an earful of both network and locally produced shows.
NOW CBS
WAGA
. . . and on September 26, WAGA, our 5,000 watter in Atlanta went CBS making it an even better buy in this "peach" of a Georgia market. And here's a coming attraction:— WAGA begins telecasting early in November.
NOW 50,000 WATTS
WGBS
Effective this month our WGBS (CBS in Miami), moves to a new, better location and goes to 50,000 watts (daytime) . . . becomes the first and only 50,000 watter in the fastest growing metropolitan area *in all Florida!*

There's no chest-thumping here at Fort Industry over the growth and developments mentioned in this advertisement. Actually, you see, these developments are only the most recent ones. Our stations have been growing for years; continual physical growth is a part of our creed. Just as important, we couple each of our individual station's independent programming facilities with Fort Industry's over-all resources to insure continuing audience growth—continually greater rewards for advertisers. This, we think, is just plain good business.

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

Editorial

Before It's Too Late

AT NO TIME in radio's 28-year history has there been greater need for freedom's voice to be heard in every community and in every nation. Whether a long-drawn cold war is underway, or whether the delicately balanced world situation explodes momentarily, the ideals and achievements and aspirations of a free people must be told and retold at home and abroad.

"Manana is too late," Gilmore Nunn told women broadcasters in Cincinnati (see story this issue). "The greatest weapon that perpetuates our freedom is our free expression."

Most powerful of the freedom-perpetuating devices is the spoken word of free broadcasters. That voice must be heard through every microphone, every day and every week.

The fourth annual celebration of National Radio Week Nov. 14-20 again offers every facet of the industry a chance to join forces to narrate and promote radio's role in national life. But the exploitation phase of Radio Week has become subordinate to the whole problem of promoting and preserving freedom.

In its fourth observance, Radio Week at last starts to take shape as an event of national, rather than merely industry, importance. At last it is rising to the need of the hour—the need to bring up young Americans in an atmosphere of freedom, equipped to take their place in democratic life.

This forward step is developing through the "Voice of Democracy" contest, a tail that threatens to wag the Radio Week carcass. One year ago 20,000 high school youngsters wrote radio essays on freedom. This year the contest promises to draw many times that number of competitors.

Out of the idea may develop a nation-wide youth movement for democracy, whose goal will be the training of the young in American ideals.

All this adds up to one thought. Radio must know its own strength, and learn to apply it on behalf of the democratic system under which it can operate as a free institution. "Manana is too late."

Trail of Two Cities

IN THE WANING days of September, two conventions were held. The NBC second annual convention at Sun Valley was followed by the FM Assn. second convention in Chicago.

Both produced tangible results.

At Sun Valley the emphasis was on television. NBC has been in the forefront of TV development. It has put together two sectional networks which later will be merged and extended. In the words of Niles Trammell, NBC President, it will be six years before the beginning of the "period of plenty" in TV. Meanwhile, sound broadcasting and new advertising dollars must underwrite TV development.

At Chicago, there was surprising enthusiasm and spirit.

Some FM stations have given up. Despite that there are 650 stations on the air; 2,500,000 FM sets have been manufactured. That is mass communications. It constitutes a service that can't be ignored. It is a service that needs exploitation. FM Assn. has wisely decided to continue an aggressive selling job.

There are still vexatious problems of allocations and standards that affect both TV and FM. There's too much momentum and public demand to slow down TV. FM will provide more useful service to those areas which do not have adequate sound broadcasting.

Each service will find its level. The public can't lose. The new competition means new innovations in programming. More people will listen and look. More advertisers can be sold. The additional dollars needed to sustain a video system alongside an aural system must be found. In the process, there will be substantial turnover in ownership.

Some of these things were said at both Sun Valley and Chicago. All of them were implied. There was pessimism. But predominant was the will to meet the challenge, and to make each medium a business success.

Red Ether

NOW THAT Russia is kicking over the traces in every diplomatic and military quarter, it is becoming apparent that the Kremlin has been playing a cozy radio game. It wants to gag and cripple our system of radio.

Jamming of the *Voice of America* broadcasts is an old story. The original postwar plan for operation of Radio Berlin by the quadripartite occupying forces never got under way. The Soviet barred American, British and French communications officers even though the building was in the American sector, and the transmitter in the British.

The Soviet attitude was evident, too, at the International Telecommunications Conferences at Atlantic City last year, when it spawned two plans diametrically opposed to those we fostered. But evidently the politburo or whatever top brass runs the communications show behind that curtain, wasn't satisfied, because Deputy Communications Minister Alexander Fortuoshenko, who headed the Soviet delegation to Atlantic City, hasn't been heard from since he returned to his motherland.

Preliminary meetings already are under way in Mexico City, preparatory to the 78-nation High Frequency Conference on Oct. 22. This session is called primarily to determine distribution of the international broadcast channels, but really takes over the unfinished business of the Atlantic City sessions. The Russians then proposed a "priorities" system of allocation. It's an ingenious plan tailored to freeze us out of international broadcasting by giving preference to nations which lack internal communications. It would take into account total area, population, numbers of languages spoken and such other ingredients that would favor Russia and her satellites, and practically count us out.

Then there's the so-called French plan, upon which the comrades of the Kremlin smile benignly, to give commercial broadcasting "last priority" on allocations of any kind. That's veiled viciousness with a vengeance. The United Kingdom, with its state-owned radio; France with its BBC-type operation, and Russia with everything for, by and of the totalitarian state, are easy marks for that odoriferous thesis.

We will have a strong delegation at Mexico City, headed by R. Henry Norweb, career diplomat, former radio amateur, and chairman of the successful 1937 NARBA delegation to Havana. But can it cope with a stacked deck?

It seems ludicrous for the United States to lay its communications welfare on the line, if the Soviet, its subjugated satellites, and those with state-vested interests, have the votes to override. There are those who believe war can erupt any day. In good faith, we must seek to bring the Mexico City sessions to a successful conclusion. But it shouldn't be at the sacrifice of a single kilocycle to the Soviet, or through acquiescence to any language that subordinates free competitive enterprise in radio to Communistic imperialism.

Our Respects To—

FRANK TOWNSEND BOW

FRUSTRATED or confused radiomen suffering at the hands of the Federal Communications Commission would probably give their eyeteeth to be in Frank Bow's shoes. He is general counsel of the House Select Committee investigating the FCC.

But Mr. Bow has no axe to grind. His immediate ambition, he says, is to finish the job and return to his law practice in Canton, Ohio. He and the agency are probably agreed on one point—the sooner the investigation ends and he goes home, the better. Before leaving, however, he intends to complete the job to which he was assigned by Rep. Forest A. Harness (R-Ind.), chairman of the Committee.

While some might pursue this assignment with a vengeance, the Committee's field marshal accepts it as a public duty.

Mr. Bow has demonstrated an amazing faculty for fastening Committee attention on the FCC's most controversial, and the industry's most troublesome issues.

He originally was called to Washington to serve as general counsel of the House subcommittee investigating publicity and propaganda in government. Congressman Harness appealed to him to stay and serve as counsel of the Committee Investigating FCC.

During his short period of service on Congressional committees, he has gained a reputation for searching investigations. Spectacular antics, and other showmanship tactics have been notably absent from his presentations. Observers term his interrogating technique "disciplined aggressiveness."

Mr. Bow's age—47—is hinted only by splashes of gray about the temples of his dark, well-groomed hair and trim mustache, which is affectionately stroked during pensive moments. Although there is some evidence of an equatorial bulge, Mr. Bow's husky appearance and rapid stride lead one to the correct assumption that his was a highly-athletic youth.

Sports played a dominant role during his years in Canton's public schools and the U. School of Cleveland, a preparatory school from which he was graduated in 1917. Mr. Bow admits his scholastic standing during summers at Culver Military Academy in Culver, Ind., was nothing to write home about—so he didn't. In high school and at the Ohio Northern U. from which he graduated in

(Continued on page 54)

COVERAGE *and* LISTENERS

Dependable coverage with 50,000 watts . . .

Faithful listeners because of quality programming . . .

These two factors have made KVOO Oklahoma's Greatest Station.

Advertisers, since 1925, have learned to accept KVOO dominance as an established fact. They regularly prove this dominance through rising sales curves of KVOO advertised products in this great and growing Southwestern market where higher than average income means more *spendable* income!

EDWARD PETRY & COMPANY INC., NATIONAL REPRESENTATIVES

NBC AFFILIATE **UNLIMITED TIME**

Key Man in Washington Plays to Big National Audience

His technique at a piano keyboard is as good as many professional pianists'—but he's better known for his news commentaries before a microphone.

His program makes sweet music for listeners *and* advertisers. Five nights a week he delivers a widely followed 2000-word script, packed with a full measure of staccato facts behind the news.

Currently sponsored on 319 stations, the Fulton Lewis, Jr. program is the original news "co-op." It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department. **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

Management

LLOYD BALDWIN, program director at WZIP Covington, Ky., has been appointed station manager.

A. LOUIS READ has been appointed general manager of WABB and WABB-FM Mobile, Ala.

Mr. Read

C. GLOVER DeLANEY, general manager of WTHT Hartford, Conn., and president of Connecticut State Network, has been named supervisor of radio department at Randall School in Hartford. School is well known in Connecticut for its courses in drama, music and the arts.

HARRY O. WATTS, former program director and traffic manager of CKOV Kelowna, has been appointed manager of CKOK Penticton, B. C.

WALTER WINDSOR has been appointed general manager of WGBA and WGBA-FM Columbus, Ga. He succeeds **BILL MASSIE,** who has been acting manager since departure of **A. E. MICKEL.** Mr. Massie remains as sales manager. Mr. Windsor comes to Columbus from managership of WDVA Danville, Va., and formerly was with WKNB New Britain, Conn., and J. Walter Thompson Co.

FREDERIC HAYWARD, KWSC Pullman, Wash., station manager, has resigned effective Oct. 9. He has announced no future plans. Mr. Hayward joined station in September 1946.

CHARLES G. (Chuck) BURKE, general manager of KFGO Fargo, N. D., has been named vice-chairman of Fargo Community Chest Drive.

WGEZ Starts Operation As 100-w Mutual Outlet

WGEZ Beloit, Wis., new station owned by Sidney H. Bliss, was launched Sept. 26. The station is assigned 1490 kc with 100 w full-time, and is affiliated with Mutual. It is licensed to Beloit Broadcasting Co., of which Mr. Bliss is president and sole owner.

Mr. Bliss and his family control Gazette Printing Co., whose subsidiary, Southern Wisconsin Radio Inc., is licensee of WCLO Janesville. Mr. Bliss has operated WCLO for the past 15 years.

Average Capital Family Had $3,800 '47 Income

AVERAGE income of families in the city of Washington, D. C., in 1947 was $3,800 compared to $4,600 in the remainder of the metropolitan district, according to a study by the Census Bureau.

In an extensive study of the area, the bureau has analyzed family income by size of family, color, source of earnings and many other factors. A series of tables is included.

One in three families in the area earned $5,000 or more, with one-half above the $4,200 level, according to the analysis. Estimates are based on data obtained in a sample survey conducted by the bureau last winter.

James to Direct Radio Clinic of N.Y. Ad Club

E. P. H. JAMES, MBS vice president, will direct this fall's radio clinic sponsored by the Advertising Club of New York. Among those in charge of the clinic's various activities are the following:

Philip Frank, executive secretary, BMB; Rodney Erickson, Young and Rubicam radio and television dept.; C. E. Midgley, sales service manager, CBS; Joseph A. Moran, vice president and associate director of radio, Y & R; F. Carleton McVarish, audience promotion manager, MBS, and John Southwell, radio and television director, Glee R. Stocker & Assocs.

News Clinic Arranged For Wisconsin Stations

RADIO News Clinic for Wisconsin stations will be held Oct. 21 at the Plankinton Hotel, Milwaukee, under auspices of NAB and the League of Wisconsin Radio Stations.

Appointed chairman of the clinic by NAB District 9 Director Charles G. Caley, WMBD Peoria, Ill., was Ben A. Laird, WDUZ Green Bay. Mr. Laird and Charles J. Lanphier, WFOX Milwaukee, conferred recently on clinic plans. Arthur C. Stringer, NAB staff director and secretary of the NAB Radio News Committee, will participate.

RFD'S MEET DEWEY

Presidential Nominee Holds Open House at Pawling

RADIO Farm Directors from all parts of the country have met with Presidential Nominee Dewey at his farm at Pawling, N. Y., to give their views on present and future agricultural problems.

Phil Alampi, WJZ New York farm director, broadcast part of the proceedings, including an interview with Sen. George Aiken (R.-Vt.) and Rep. Clifford Hope (R.-Kan.), chairman of the Senate and House Agricultural Committees, respectively.

The RFD's and newspaper farm editors also made specific suggestions as to how this year's record feed crop might be used to rebuild the livestock population and to maintain agriculture on a firm foundation, Mr. Alampi reports.

* * *

Mr. Alampi (l) is greeted by Gov. Dewey at his farm at Pawling.

You can match the characteristics of most transcriptions and recordings...

...with the 109 Type Reproducer Group

Recording characteristics vary widely from one company's recordings to another. But...when you use the Western Electric 109 Type Reproducer Group, with its 7-position Equalizer, you can correct for practically *any* of the more commonly used recording characteristics.

Note in the adjoining panel how closely the 109 Type Group equalizes not only for the NAB and Orthacoustic curves, but also for commercial records and lateral transcriptions. *In fact, you can match within close tolerances all vertical and most lateral transcriptions and 90% of phonograph records.*

That's *one* factor in the high-quality performance of the 109 Type Group. Another is the exceptionally low intermodulation distortion of the 9 Type Reproducer. Hear the Group for yourself—note how this feature reduces "hash" at the higher frequencies.

The 109 Type Group consists of reproducer arm, your choice of 9A or 9B Reproducer, equalizer and cable assembly, and repeating coil. You can easily mount this top-performance group on your present turntables—*and you can get it from stock!*

Place your order with your local Graybar Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

—QUALITY COUNTS—

Distributed by Graybar — Offices in 100 Principal Cities

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Co., Ltd.

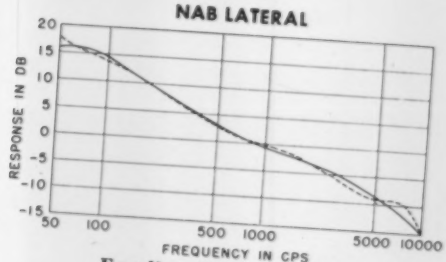
Western Electric

See how closely the 109 duplicates all of these recording curves

Recording Characteristic ———————

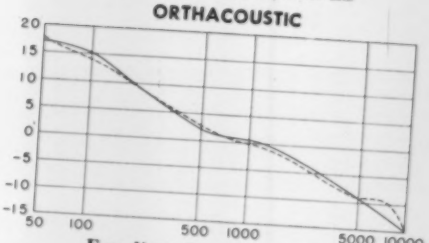
109 Type Reproducer Group (using average production reproducer) - - - - - - - - - - - - -

NAB LATERAL



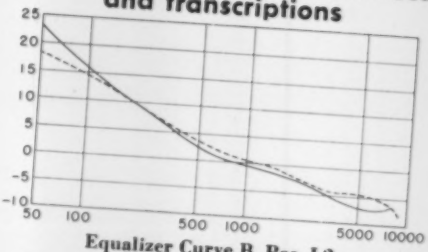
Equalizer Curve B, Pos. L2

ORTHACOUSTIC

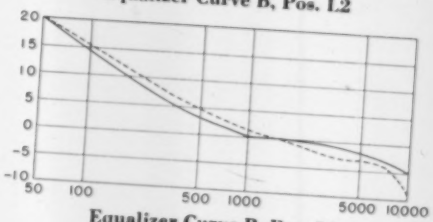


Equalizer Curve B, Pos. L2

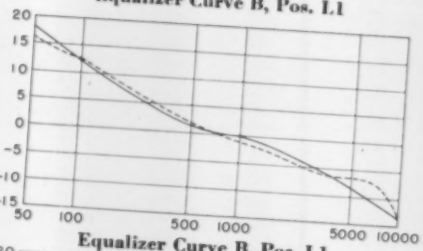
Typical curves for commercial records and transcriptions



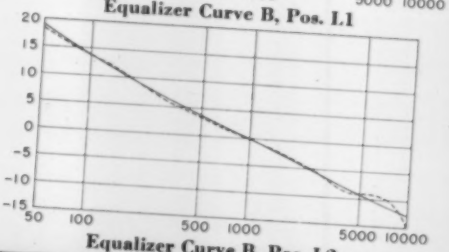
Equalizer Curve B, Pos. L2



Equalizer Curve B, Pos. L1



Equalizer Curve B, Pos. L1



Equalizer Curve B, Pos. L2

Commercial

EUGENE P. WEIL has been named sales manager of WABY Albany, N. Y. Mr. Weil has been in radio for 15 years, most recently as manager of several Alabama stations.

IRVING HACKMEYER has joined sales staff of WCOP Boston. Mr. Hackmeyer was formerly with WMEX Boston, where he was an announcer.

RAY YAPLE, formerly associated with Industrial Publishing Co., has joined WHKK Akron, Ohio, as sales representative for station.

GEORGE J. ARKEDIS, former account executive for WCBS New York, has joined CBS-TV sales staff, it was announced by David Sutton, sales manager of station. Mr. Arkedis was formerly associated with Kimball, Hubbard and Powell Inc., Morgan Reichner and Co. and other New York agencies as space buyer, account executive and radio representative.

FRANK DROEGE has joined sales staff of WZIP Covington, Ky.

LARRY LAZARUS, WBBM Chicago, completed his 19th year as a CBS staff member Sept. 14. Head of station's accounting department since 1945, Mr. Lazarus worked previously at CBS New York.

WCSI-FM Columbus, Ind., announces appointment of McGeehan and O'Mara of New York, Chicago, Detroit, Atlanta, Boston, and San Francisco as its national representative.

ROBERT H. (Skin) BOLLING has been appointed manager of Chicago office of Bolling Co. Inc. Bolling Co. Midwest headquarters are at 360 N. Michigan Ave., Chicago.

SYDNEY GAYNOR, general sales manager of Don Lee, goes to New York Oct. 7 for three weeks conferences.

BILL HUTT, member of WKY Oklahoma City, Okla., sales staff, has resigned to join advertising staff of "The Farmer Stockman," monthly Oklahoma farm magazine, as national sales representative. **HARRY BURDICK** has left WKY sales staff as national sales manager. His future plans are unannounced. His duties were assumed by **LEO HOWARD**, commercial manager.

TWO 50 kw publicly-owned stations, CJBC Toronto, and CBW Winnipeg, have appointed H. N. Stovin & Co., Toronto, as exclusive representative in U. S. Stovin has represented stations heretofore in Canada while CKY, predecessor of CBW, was represented in U. S. by Adam Young Inc.

DAVE SCOTT, WKNB New Britain, Conn., "Man on the Street," has become member of sales staff of that station. Mr. Scott will combine his air work with this new position.

JIM BLACK, member of commercial department at WTHT Hartford, Conn., is the father of a girl.

C. F. (Chuck) KREITZER has joined staff of WKJF-FM Pittsburgh, Pa., as commercial representative. He was formerly with GE publicity department.

WALLIE C. PERSOW, commercial manager at WHBY Appleton, Wis., has been appointed Sub-Committee Chairman of the United States Junior Chamber of Commerce Public Safety committee. Portfolio assigned is Pedestrian Safety.

ANNUAL Convention of Pacific Council of American Assn. of Advertising Agencies will be held October 11-13 at Arrowhead Springs Hotel, Arrowhead Springs, Calif.

Hiss Says Slander Suit Does Not Include WOL

ALGER HISS, former State Department official who has filed a $50,000 slander suit against Whittaker Chambers for allegedly defamatory remarks made by the latter on *Meet the Press* over WOL Washington on Aug. 27, said last week that the station itself is not involved in the suit.

Mr. Hiss, president of the Carnegie Endowment for International Peace, charged in U. S. District Court, Maryland, that Mr. Chambers, a senior editor of *Time*, falsely accused him of having been a communist when Mr. Chambers was interviewed on *Meet the Press*. Mr. Chambers is the sole defendant in the slander suit, according to Mr. Hiss.

TV Not Seriously Affected By Curbs, Declares S&P

DESPITE the new installment credit regulations which became effective Sept. 20, Standard & Poor's Sept. 15 Industrial Survey in Electrical Products predicts a bright future for the television industry. Radios, however, where demand is reported lagging, will undoubtedly feel a cut in sales, the report states.

Radio production was reported off 16.5% in the first half of 1948 while "television set production was six times greater and, with FM-AM set output up 55.3%, product value of the industry is estimated to have been close to that of year before." The report also states that Philco Corp. expects that by the end of the year the value of television receivers produced will exceed that of radio set output.

McGUINEAS IS SLATED FOR CRMC PRESIDENCY

WILLIAM McGUINEAS, commercial manager of WGN, *Chicago Tribune* station, was nominated for presidency of the Chicago Radio Management Club at the regular luncheon meeting Sept. 22. Election will take place Oct. 6. Arthur Harre, WJJD Chicago general manager, headed the nominating committee.

Other nominees were Hal Rorke, radio director, J. Walter Thompson, for vice president; Holly Shively, Ruthrauff and Ryan radio timebuyer, incumbent secretary, and Mary Poloson, Mitchell-Faust Advertising Co. timebuyer, for treasurer. Nominees for trustees include the retiring officers: Mark Smith, president; Ken Shepard, vice president, and Kay Kennelly, treasurer, as well as Holman Faust, vice president and radio director of Mitchell-Faust.

Members of the club voted alternate Wednesday meetings, rather than weekly; extension of membership to all persons who have "an executive business interest in radio, TV and allied fields"; nonresident membership to firms active in Chicago radio but outside the corporate limits of the city.

BALANCE

An Important Factor in Every Successful Show and Sales Plan

BE SURE YOUR SALES PLAN INCLUDES BALANCE with WPTR

LACK OF BALANCE can upset the most carefully planned show or sales campaign. Top heaviness destroys balance . . . balance must be perfect for success.

And, if your sales plan for the lush Albany-Schenectady-Troy market doesn't include WPTR, it's not properly balanced. WPTR's smooth programming and modern showmanship coupled with your sales messages, will help you do a *better* selling job more quickly, more easily in this area.

WPTR

Herb DuVal

PATROON BROADCASTING COMPANY, HOTEL TEN EYCK, ALBANY 1, N. Y.

available for
local sponsorship!

Capitol Transcriptions'

"My Serenade" starring HAL DERWIN

with Frank DeVol
and his orchestra

Here's a network-quality show that you can produce locally. Star is Hal Derwin, that popular young man who sings in a fresh, easy-going style. Listeners hear their favorite ballads sung with a nostalgic flavor. And the music is directed by Frank DeVol, Capitol Transcriptions' musical director. He conducts those rich, fluid arrangements which have become so familiar to thousands of enthusiastic network listeners.

There are over 150 individual cuts of "My Serenade" songs by Hal Derwin included in every Capitol Transcription Library. In addition, stations receive special voice tracks for that "personal appearance" effect, plus musical interludes and backgrounds for commercials. "My Serenade" featuring Hal Derwin with Frank DeVol's orchestra is another *extra* show from Capitol.

***EXTRA**...because Capitol's economical Library Service gives you not only "My Serenade" but over 3,500 additional, up-to-the-minute musical selections. And you can tailor-make a variety of shows, including this Hal Derwin production, for any sponsor. Find out how easy it is—and how inexpensive—by sending in the coupon today.*

ABOUT HAL DERWIN

This summer finds Hal going great at such spots as Kansas City's famed Hotel Muehlebach and Minneapolis' Carnival Club. He opened September 26th at Frank Dailey's Meadowbrook, the Cedar Grove, N. J. dancery which has springboarded so many bands to the top. Look for future bookings in other quality locations.

Capitol Transcriptions
Sunset and Vine, Dept. 104
Hollywood 28, California

☐ Please send me your descriptive booklet
☐ Include sample transcription

Name _____

Station _____ Position _____

Street _____

City _____ State _____

Respects

(*Continued from page 48*)

1921 with an LL.B. degree, he played varsity football and basketball. He was admitted to the Ohio bar in 1922.

He began practicing law in 1923 with the Canton firm of Herbruck, Black, McCuskey & Ruff. In 1925 with Clayton Hoffman, a partnership of Bow & Hoffman was formed. It continued until 1929, when Mr. Bow was appointed as Ohio's assistant attorney general.

Mr. Bow takes pride in the plan he conceived while assistant attorney general for the reorganization of the state banks in Ohio during depression years. Banks reorganized under the Bow Plan have paid back almost 100% of the depositor's investments. This success led to his appointment as chairman of the State Bar's Assn.'s Committee on banking.

In 1933 he opened a private law practice, which continued until 1944, when he and Russell Ake organized the law firm of Bow & Ake in Canton. With the addition of Willard Thomas, in 1946 the firm adopted its present name, Bow, Ake & Thomas.

He ventured into the writing field in 1940 with *Independent Labor Organizations and the Wagner Act* published by Prentice-Hall during that year.

It was his sympathy for independent labor groups and his distaste for unjust labor practices that first took him into radio studios to enjoy an "avocation." Mr. Bow broadcast sustaining shows for the National Council of Independent Unions.

WHBC remembered Mr. Bow's broadcasts and when the wartime manpower pinch was on implored him in 1942 to fill the gap.

Daily at 5 p.m. he left his law office went to the station prepared a 6:30 p.m. newscast, presented it and then rushed home for dinner. He was back at the studio again to present the 11 p.m. show each day.

Officials of Brush-Moore Newspapers Inc., licensee of WHBC and of WPAY Portsmouth, repaid Mr. Bow for his services when they suggested in 1945 that he go to the South Pacific to cover the activities of the 37th Division (Ohio National Guard).

LLOYD E. YODER (l), general manager of KOA Denver, is shown with his "kill" made in the fifth annual One Shot Antelope Hunt at Lander, Wyo. His team-mate in the event is Clayton Danks, sheriff of Fremont County, Wyo.

After five physical examinations for a Navy commission, Mr. Bow had been advised his condition wouldn't warrant such strenuous activities.

As war correspondent for Brush-Moore, he was in combat areas with the 37th Division 50 hours after leaving San Francisco. The Grim Reaper took two close swings at Mr. Bow during his Pacific experiences—once when the headquarters tent was shelled and again when he and an Army officer jumped from their jeep into a ditch just before a rain of Jap machine-gun bullets raked the vehicle.

Mr. Bow made wire recordings of interviews with the troops, sometimes while under heavy fire. The wire recordings were sent to Manila, transposed to platters and airmailed to the United States. He soon became identified by home listeners as Ohio's Ernie Pyle as the result of the informal interviews he recorded and dispatched home.

Reunion at Leyte

One of the servicemen interviewed by Mr. Bow was his son, the executive officer of a destroyer escort at the time, who thought his father was still comfortably rooted to the deep leather chair of the law office. Young Robert was thoroughly bewildered one day when at Leyte he received a message saying "Lieut. Bow, would you please send a boat for Mr. Bow?" The son received the biggest surprise of his life when he learned that the message had not been garbled, but that it actually was his father paying him a visit in the battle area.

One of Mr. Bow's fondest recollections is his experience in combat with Actor Joe E. Brown, who was entertaining troops in the South Pacific.

He won't explain how Mr. Brown, who had lost a son in the war, happened to be in possession of a gun, but he does recall that on June 6, 1945, when he and Mr. Brown were up front with the 145th Regiment the actor's smoking gun was pointed where three Japs lay dead after attempting to ambush an American tank.

Mr. Bow's father, Charles C. Bow, also was a lawyer and had served as former prosecuting attorney and probate judge of Stark County.

Mr. Bow admits stepping outside the law once when he committed a theft. His charming wife, the former Caroline Denzer of Canton, was "stolen" from a competing lawyer's office, where she was serving as secretary. Married in 1922, they have two sons, Robert Lee Bow, and Joseph Withrow Bow, a sophomore at Lehman High School. They have two grandsons, Michael Lee and John Patrick Bow.

Mr. Bow's chief hobby now is service to his home community, Hills & Dales, a picturesque suburb of Canton. The village, which Mr. Bow claims is even more beautiful than the name implies, is proud of the fact that it has never operated "in the red." Mr. Bow is one of the village's five councilmen.

He is a member of the Stark County Bar Assn., the Ohio State Bar Assn. and the American Bar Assn. He served four years as vice president of the state association and is now a member of the executive committee.

A staunch Republican for 25 years, he is a member of the State Central Republican Committee and the Stark County Committee.

His religious affiliation is with the First Presbyterian Church. Other organizations of which he is a member are the Sigma Pi, national collegiate fraternity, Elks, the Navy League of the United States, Brookside Country Club and the Stark County Historical Society.

CHURCH GROUP STARTS FRIDAY NIGHT SERIES

OPENING of the series, *Great Scenes from Great Plays*, sponsored by the National Council of the Protestant Episcopal Church in the United States, last Friday night marked first use of "institutional advertising" by a church group. "Cyrano de Bergerac," was the first presentation.

Series is being carried coast-to-coast by more than 500 MBS outlets, some 70 independent stations and five stations in Hawaii, Fridays, 8-8:30 p.m. (EST).

Differing from other religious programs, the series features no sermons, no Bible readings and no attempts at conversion. The only portion of a religious nature is a "Voice of the Church" interpreting the drama's message and a 30-second cut-in in which a local Episcopalian minister invites listeners to Sunday service.

The program, bought on a straight commercial basis, will vie for listeners' attention with other commercial broadcasts.

Agency for the series is H. B. Humphrey, New York.

KFH

plus

KFH—FM

NO RATE INCREASE

1. A NEW AUDIENCE

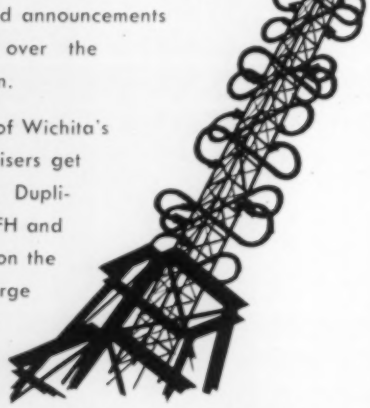
2. LESS TUNE-OUTS

3. INTENSE COVERAGE

Now! FM and AM over KFH Both for the Price of One

A new FM audience has been added to the coverage KFH offers in the Wichita, Kansas, market. The new station, KFH-FM, carries the same programs and announcements that are broadcast over the standard KFH station.

With the inauguration of Wichita's first FM station, advertisers get more for their money. Duplicate commercials on KFH and KFH-FM are delivered on the old rate-card. No charge is made for the extra audience.



CBS

TOP HOOPERATED OUTLET FOR YOUR ADVERTISING MESSAGE

KFH, 1330 Kc KFH-FM, 100.3 Mc

KFH IS THE RADIO VOICE OF THE WICHITA EAGLE

REPRESENTED NATIONALLY BY PETRY

KFH

AM GRANTS

Eight CPs Issued By FCC

CONSTRUCTION PERMITS for eight new standard stations were granted by FCC last Thursday. Four of the outlets are fulltime assignments and four are daytime only authorizations.

The fulltime assignments, each with 250 w power, were made to Sandpoint, Ida. (1400 kc); Belen, N. M. (1230 kc); Alliance, Neb. (1400 kc), and Culpeper, Va. (1490 kc). Power of 1 kw is authorized for daytime stations at Taylorville, Ill. (1410 kc); Hanover, Pa. (1280 kc), and Lewistown, Pa. (920 kc). Bryan, Tex., received 500 w daytime grant on 1440 kc.

KGCX Sidney, Mont., 1 kw fulltime outlet on 1480 kc, owned by E. E. Krebsbach, was granted daytime power increase to 5 kw. KGCX is MBS affiliate.

Details are as follows:

Alliance, Neb.—Sandhills Broadcasting Corp., 1400 kc, 250 w, unlimited, conditions. Estimated cost $15,400. Sandhills is owned by Hans Jaggers, president 9.4%; W. R. Metz, vice president 2.8%; D. S. Berman, secretary 2.8%; J. W. Cover, treasurer 4.7%; and 14 other local businessmen.

Belen, N. M.—Belen Broadcasting Corp., 1230 kc, 250 w, unlimited, conditions. Estimated cost $15,500. Principals are Elmer Zemke, local IBEW business manager, president 32.8%; R. A. Williams, electrical contractor, vice president 16.4%, and T. B. Stribling, farmer and rancher, secretary 50.8%.

Bryan, Tex.—Brazos Broadcasting Co., 1440 kc, 500 w, daytime, conditions. Estimated cost $13,662. Each of following holds one sixth interest: Joe A. Marino, radio student, president; John Benedetto, grocery store owner, vice president; Rosalie Marino, stenographer, secretary-treasurer; Ana Marino, Tony Lampo and Lillie Lampo.

Culpeper, Va.—Culpeper Broadcasting Co., 1490 kc, 250 w, unlimited, conditions. Estimated cost $25,000. There are 63 stockholders and six directors, local business men, in addition to following officers: Ira C. Hopkins, Chevrolet dealer, president 0.6%; L. T. Preston, manager of local telephone office, vice president 0.3%, and Harry H. Dickens, International Harvester distributor, secretary-treasurer 0.6%.

Hanover, Pa.—Radio Hanover Inc., 1280 kc. 1 kw, daytime, conditions. Estimated cost $17,560. The 400 shares of stock in corporation are held as follows: John D. Bare, movie projector operator, president and 132 shares; Philip Rohrbaugh, Spring Grove Electric Co. and former chief engineer at WORK York, Pa., vice president and 129 shares; H. V. Ferster, Weaver Piano Co., treasurer and 30 shares, and E. W. Wisotzkey, manager and program director of WLAN Lancaster, Pa., 9 shares.

Lewistown, Pa.—Central Pennsylvania Broadcasting Co., 920 kc, 1 kw, daytime, conditions. Estimated cost $38,000. Majority interest of 70% is held by Paul J. Newton, industrial equipment distributor, president. Paul S. Lehman, attorney, is vice president and 10% owner, and George Parrish, purchaser for farm machinery company, is secretary and holds remaining 20%.

Sandpoint, Ida.—Bauer Broadcasting Co., 1400 kc, 250 w, unlimited, conditions. Estimated cost $13,330. Firm is owned by an individual, Norman E. Bauer, student at U. of Washington.

Taylorville, Ill. — Christian County Broadcasting Co., 1410 kc, 1 kw, daytime, conditions. Estimated cost $14,561. Principals are: L. H. Pilcher, president 33 1/3%; F. J. Stadler, secretary-treasurer 16 2/3%; H. W. Stadler, 16 2/3%, and L. W. Andrews, vice president 33 1/3%.

TV SET PRICES

Survey Lists 185 Available Models for $99.50 and Up

MORE than 185 different TV receiver models, ranging in price from $99.50 to $2495, are now available to the American buying public, according to a survey completed by *Tele-Tech*, radio and television engineering magazine. Sizes of the pictures on the market vary from six square inches to 20,200 square inches.

Average receiver cost is $670.12, a specification chart reveals. Average cost of TV receivers sold by dealers for 1948 is $400, plus an average of $65 per installation.

Television receiver production will reach 100,000 sets per month beginning with September and total 1948 production will climb to 800,000, the engineering journal estimates. Number of sets in use by the end of the year was placed at a little more than 1,000,000 on the basis of those figures.

Complete specifications on all available TV set makes by manufacturers are being published in chart form as a special insert with a current issue of the magazine.

WTMJ PLANS APPEAL IN CLASH WITH WMAW

A LEGAL dispute between the Milwaukee Journal Co., licensee of WTMJ, and WMAW Milwaukee and its manager, Jack Bundy, reportedly will be carried by appeal to Wisconsin's supreme court.

According to Bruce Randolph, attorney for Mr. Bundy and Midwest Broadcasting Co., licensee of WMAW, he has received notice of the Journal Co.'s intention to appeal a June 9 verdict of the Milwaukee Circuit Court denying an injunction to restrain Mr. Bundy and WMAW from using the name "Heinie", in connection with a dance band show.

The Journal Co. purportedly claimed that from 1932 to 1944 Mr. Bundy appeared over WTMJ on a program called *Heinie and His Grenadiers* and his contract specified that he would not use the name "Heinie" or "Grenadiers" on any other Milwaukee station at any time during or after expiration of the contract. The band used by WTMJ on the Grenadiers program since 1932 has been known as the "Band of a Million Friends," according to WMAW sources.

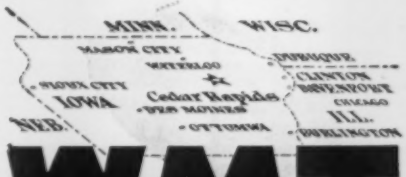
The lower court, WMAW said, ruled WTMJ had lost its right to the exclusive use of "Heinie" since it did not identify any present WTMJ program, but restrained Mr. Bundy from the use of the identification, "The Band of a Million Airs," on a WMAW program on grounds that it would constitute unfair competition.

Whether it's Montezuma or Tripoli (IOWA)

WMT is There!

FROM the tall corn fields near Montezuma to the dairylands around Tripoli, eastern Iowa listeners keep tuned to WMT for complete farm news, top entertainment and special features offered by this exclusive CBS eastern Iowa outlet.

Iowa farmers depend on WMT. So do the urban communities with their humming industries. Reach both these prosperous markets via WMT's 600 kc —Iowa radio's finest frequency. Ask the Katz man for details.



WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

King Of Them All*

King pin in results is WHHM—the result-full station.

King of them all in Attention—just look at the Hoopers.

Results fit for a king (or queen) listen to the merry ring of the cash register.

For a King Size treat choose the station that delivers

MORE LISTENERS

Per Dollar

IN MEMPHIS

WHHM

Independent—but not aloof

MEMPHIS, TENNESSEE

PATT McDONALD, manager

FORJOE & CO., representatives

Member
Association of
Independent
Metropolitan Stations

* King Cotton Country Style Pure Pork Sausage

WPIX Booklet on TV

TO ASSIST listeners who report trouble in tuning in WPIX, *New York News* television station which operates on Channel 11, the station has issued a booklet which, in simple, non-technical language, explains the TV channel set-up and the wide separation between the low band stations on Channel 1 to 6 and the high band stations on Channels 7 to 13.

Keystone

(Continued from page 21)

erage indexes, Mr. Sillerman said, deal with frequency of listening and are based on the ballot question: "To what stations do you and your family listen most frequently or most of the time?"

The rating evolved from these ballots is in terms of percent of mentions.

Changes in Rank

In the pilot studies for the three stations affiliated with Keystone there were several changes in the rank order of the stations as compared with BMB reports, Mr. Sillerman noted.

Mr. Sillerman said that it was his plan to produce the Hooper studies for all of the 355 stations affiliated with KBS and that "as many of them as possible" would be started beginning in November and continuing through March.

The costs of the surveys will be shared by KBS and the stations.

Tables showing comparison between BMB figures and the Hooper listening area coverage indexes in each of the three pilot markets follow. In each instance, the Hooper figure represents "percent of mentions" received by the stations in this ballot survey.

WAYCROSS, GA.

Daytime	WAYX		Power Station A		Power Station B	
	BMB	Hoop.	BMB	Hoop.	BMB	Hoop.
Home City	96	63.5	50	9.5	26	4.5
Home County	96	61.5	55	7.5	33	3.5
Market Area	89	51	70	6.5	37	5
Nighttime						
Home City	91	38	77	18	43	9
Home County	75	36	75	17	42	10
Market Area	40	23	57	24	43	14

HARRISBURG, ILL.

Daytime	WEBQ		Power Station A		Power Station B	
	BMB	Hoop.	BMB	Hoop.	BMB	Hoop.
Home City	63	21.5	41	15.5	60	9
Home County	82	24	65	18	49	8
Market Area	88	23	64	17.5	40	9
Nighttime						
Home City	46	12	50	16	34	3
Home County	62	9	59	17	29	4
Market Area	57	8	59	15	29	4

TEMPLE, TEX.

Daytime	KTEM		Power Station A		Power Station B	
	BMB	Hoop.	BMB	Hoop.	BMB	Hoop.
Home City	89	31.5	96	40.5	71	11
Home County	87	24.5	94	41.5	76	12
Market Area	56	17.5	95	41	73	13
Nighttime						
Home City	82	20	98	43	75	21
Home County	65	16	95	44	70	21
Market Area	34	10	96	44	76	20

Votes Are Mailed On NAB By-laws

FOUR changes in the NAB by-laws, designed to refine association procedure under the new by-laws adopted last year, have been submitted to the membership for referendum vote. Ballots are to be mailed to Ernst & Ernst, New York, before Oct. 22.

First proposal would amend Article III Section 1-A to secure annually an accurate mailing list of persons to whom ballots and other official material will be sent.

Second change would amend Article V by inserting a new section requiring new members to pay a month's dues in advance.

Third proposal would amend Article VI Section 2, dealing with nomination and election of directors. Each active member is to certify one name as eligible for nomination and election. The number of directors remains at 30, with no change in classification.

In the case of district directors, those receiving three or more nominations, instead of one as at present, would be certified for the final ballot. For director-at-large three or more nominations are specified compared to the present five. Nominees have a five-day period in which to reject nomination.

Incumbent district directors would have the option of choosing whether or not district elections are to be held by mail ballot or at a district meeting. A section is included to provide procedure for run-off elections in case of ties.

Fourth proposal would amend Article VII Section 1 Par. 3 to give the board power to determine the fiscal year, with the president required to submit budget details 45 days prior to end of the fiscal period. The present procedure requires such a report between Oct. 1 and Nov. 15, but this timing has interfered with scheduling of meetings. Dues still are based on the previous calendar year, however.

Video Freeze

(*Continued from page 22A*)

that the decision may be to revise engineering standards but to stipulate that stations will not be protected against certain interferences. In that event it might not be necessary to revise the allocation plan, which is an estimated three-month task in itself.

The first step will be taken in November—probably between Nov. 1 and 15—when an FCC-industry engineering conference is to be held to discuss tropospheric transmission and collateral questions such as use of directional antennas, increased power, and changes in the present 150-mile co-channel and 75-mile adjacent-channel separation policy.

The exact date, agenda and place of this conference are to be announced "shortly," and Mr. Coy said FCC's data on tropospherics —one of the principal items for consideration—will be ready for distribution to industry engineers within "a few days."

Assuming that this conference produces general agreement on tropospherics and related data, Chairman Coy said, the next step will be to consider how the information should be applied to present standards. Adoption of new standards and their incorporation into the rules would be by rule-making procedure, and extensive public hearings undoubtedly would be necessary before any new allocation plan could be put into effect.

A reallocation of channels, he said, would not affect existing stations. But under questioning he agreed that "there's always a license expiring."

Order Statement

In its freeze order the Commission pointed out that a nationwide allocation plan must be based on the Rules and Standards and that these, in turn, "must reflect the best available engineering information." Until that information is collected and studied, the order continued, revision of the existing channel-allocation table—which was in hearing when the question of changes in the standards developed—"might constitute an unwarranted disregard of important factors . . ."

"Moreover," the order asserted, "it is apparent that assignments cannot continue to be made under the present allocation table since the evidence presented at the hearing [on changes in the table] and conference raises the same serious questions concerning the validity of the bases upon which such table was constructed as in the case of the proposed table. Furthermore, additional assignments at the present time will make more difficult any revisions in the table which might be necessary as a result of any changes in the Standards which might result from the proceedings."

BING CROSBY (center) checks final plans for his new daytime series of programs for Minute Maid, frozen orange juice concentrate produced by Vacuum Foods Corp. With him are (l to r) Donald Clifford, vice president of Doherty, Clifford & Shenfield Adv., and A. E. Stevens, vice president of Vacuum Foods.

PHILCO SPONSORS TV REVIEW OF TOP GAMES

TWENTY-MINUTE television review of the top college football games of the week is being presented Friday nights under sponsorship of the Philco Corp. and Philco dealers in 18 TV cities.

The program, called *Touchdown*, was launched last Friday. Produced by W. Wallace Orr Inc., it features Bob Hall, sports commentator and football columnist, who quarter-backed at Yale for three years.

The games reviewed are filmed in their entirety, and the television audience sees the key plays and players selected from these film reports, Philco announced. Camera crews, composed of football experts, are under the direction of Louis Kellman, of Newsreel Laboratory, Philadelphia.

The following stations are carrying the program:

WNBT New York, WATV Newark, WNBW Washington, KSD-TV St. Louis, WBKB Chicago, WWJ-TV Detroit, WBZ-TV Boston, WSPD-TV Toledo, WBAL-TV Baltimore, WTVR Richmond, WEWS Cleveland, WBEN-TV Buffalo, WTMJ-TV Milwaukee, WLWT Cincinnati, WRGB Schenectady, WSB-TV Atlanta, KTSL Los Angeles and WPTZ Philadelphia.

Package Show Partners Double on WJMJ Chores

CRIS HARWOOD and Jerry Warren, partners in their own radio package production outfit in Philadelphia, are involved in a unique arrangement at WJMJ Philadelphia, the Quaker City's newest radio outlet.

The Harwood-Warren team are under contract to the station to handle all production chores and creative programming, while still operating their own business. They share the title of production director at WJMJ. In addition, the duo also are currently co-producing a musical stage fantasy with Canada Lee in New York.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

TO MARKET! TO MARKET! with LES HARDING

LES HARDING, SECRETARY OF THE SIOUX FALLS LIVESTOCK FOUNDATION, WITH A TOTAL OF 15 YEARS SERVICE TO S. DAK., MINN., AND IOWA FARMERS, ON KELO FOR 3 PROGRAMS DAILY

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

Preparedness

(Continued from page 22-A)

clared, "would require nationwide employment stabilization to avoid disruptive turnover and migration of workers." Workers after the initial "freeze" would be permitted to move only where and when the government decided they should.

Plan Developing

"To deal effectively with the eventual administrative problems of mobilization, we are developing organizational and procedural plans in such areas as priorities for and allocations of critical materials, preference ratings for war orders, inventory controls and many other similar or related measures which will help to assure the wise use of our available resources," he forewarned.

Mr. Hill revealed that only partial conversion, in case of war, was expected in such important industries as those producing electrical and communications equipment, as they will be turning out the same kinds of goods but will be forced to change designs and increase their output to meet military requirements.

He also indicated the feasibility of integrating sources of energy for industrial use in wartime is under consideration.

Earlier in the week the NSRB chairman had announced formation of another task group to begin development of plans and procedures for control of critical materials in event of an emergency.

Leighton H. Peebles, NSRB communications consultant, and staff members were meeting over the weekend with a five-man communications task group, representing industry. They were called to Washington to assist the government body in a review of World War II limitation orders and to recommend methods of bringing them up to date. The proposed modifications of the radio and radar industry were to be incorporated in a report to the Electronic Equipment Industry Advisory Committee.

Members of the industry task force include: John Ballantine, president, Philco Corp.; Ray C. Ellis, vice president, Raytheon Mfg. Co.; Frank M. Folsom, executive vice president, RCA; Paul V. Galvin, president, Motorola Corp., and Harry A. Ehle, vice president, International Resistance Co.

Philadelphia Meeting

Conversion of the communications industry to war production rapidly in the case of an emergency is also under study by the Signal Corps and representatives of the industry, Maj. Gen. Spencer B. Akin, the Army's Chief Signal Officer, disclosed recently.

The announcement followed a Philadelphia conference between Gen. Akin, Mr. Peebles and industry representatives in Philadelphia.

At the session "a contingent contract plan" designed to shorten the conversion time of industry from peace to war production was proposed. "It is believed," Gen. Akin said, "that the proposed contingent contract plan has much merit, and that some plan embodying most of the principles and essentials of the one discussed should be given most serious consideration, looking toward its adoption." Details of the proposal were not given.

Other national defense officials have recently estimated that American industry could get into production of vital arms within 18 months by virtue of the new plans for stepping up war production. This estimate is based on present resources, plant capacity and availability, and relies on a new program of "set-aside" plants, of which there are 156 ready for immediate production, and 245 others on a "stand-by" basis under lease to private operators.

Other military and government bodies were also talking contracts.

Defense Secretary James V. Forrestal last Wednesday announced the appointment of the three division chairmen of the Armed Services Renegotiation Board, who constitute the Military Renegotiation Policy and Review Board.

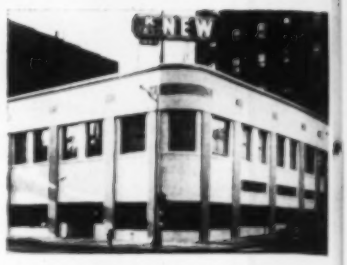
The Policy and Review Board, with the new division leaders, will review profits made on contracts for defense material and service to which the Renegotiation Act of 1948 applies. It will meet in the near future to organize and prepare regulations and prescribe standards and procedures for determining and eliminating excessive profits under the Act. Their recommendations will be given to Secretary Forrestal.

Named as secretaries of their respective departments were: Frank L. Roberts, Air Force; Rear Adm. Morton L. Ring, Navy, and Brig. Gen. Ernest M. Brannon, Army.

Offices Set Up

Five additional field procurement planning offices have been established by the Army Engineers to facilitate current planning for possible emergency industrial mobilization, Lt. Gen. R. A. Wheeler, Chief of Engineers, announced recently. The new offices at Cincinnati, Dallas, Detroit, Philadelphia and Seattle will supplement those established during recent months at Chicago, New York, St. Louis, Atlanta, Pittsburgh and San Francisco.

Secretary of Commerce Charles Sawyer last Monday announced that producers and importers of copper, lead and bismuth, and zinc and cadmium had been invited to meet jointly during October with Commerce and Munitions Board officials to discuss the practicability of developing voluntary plans for procurement of these nonferrous metals for the strategic and critical materials stockpiling program.



NEW STUDIOS and offices of KNEW Spokane, Wash., are housed on the second floor of this building at Sprague and Wall Sts. Burl C. Hagadone is president and Harry Lantry general manager of the 5-kw station.

Blueprints of the Civil Defense Planning group were being polished up for final modifications.

United States' $650,000,000 stockpiling program was also making headway. Twenty-eight major materials are included in the third-quarter proposed procurement program, including such important items as bauxite, chromite, copper, cordage fibers, industrial diamonds, lead, manganese ore, mica, nickel, natural rubber, shellac, tin and zinc.

Benton & Bowles Agency, New York, Adds to Staff

BENTON & BOWLES Inc., New York, last week announced the following additions to its staff:

James M. Vicary, formerly with J. L. Hudson, Benson & Benson and Crowell Collier, all New York, and lately head of his own independent research company, will be in charge of copy research.

Elizabeth Scofield, formerly fashion and beauty editor in the radio publicity department at Young & Rubicam, New York, will write publicity and promotional material.

Robert Hakken, recently publicity writer for aircraft and railroad concerns, has been appointed copywriter for the agency.

we've got *news* for you

18 times a day direct from our studio in the City Room of The Newark News.

WNJR is the *only* New Jersey station offering *complete* national and local news coverage.

Another exclusive availability on . . .

the radio station of the Newark Evening News

WNJR

91 Halsey Street
Newark 1, N. J.
MArket 3-2700

Center Your Attention on

Center of the Dial

860 kc

MILWAUKEE

WXYZ-TV'S INAUGURAL WILL BE 9-HOUR SHOW

CAPSULE form popularly used for premiere programs will be bypassed for full-length features at the Oct. 9 inaugural of WXYZ-TV Detroit, ABC's third video station, according to Robert E. Kintner, ABC executive vice president.

"A model of future TV programming" will be telecast by the new station starting at 2:15 p.m. and continuing until 11 p.m., Mr. Kintner said. The new TV outlet will carry the Notre Dame-Michigan State U. football game from South Bend, Ind., as part of the inaugural program.

Name Guests

City, state and government officials, speaking from the Detroit Art Institute Theatre, will welcome the station. Guests will include Governor Kim Sigler and Detroit's Mayor Eugene I. Van Antwerp.

For more than an hour, stars of stage, screen and radio will appear in a variety program, which will also feature AM programs aired by WXYZ.

A remote pickup from Briggs Stadium of the Detroit Lions-Boston Yanks professional football game also is scheduled. After the opening day, WXYZ-TV will carry regular programs released via ABC's Midwest video circuit, according to Paul V. Mowrey, network director of television. Station will operate on Channel 7 (174-180 mc).

Edward J. Nobel, ABC board chairman, and Mark Woods, network president, will head a group of ABC delegates attending the Oct. 9 premiere.

Other ABC officials who will attend the ceremonies are Mr. Kintner; Murray Grabhorn, vice-president in charge of owned and operated stations; Edward F. Evans, director of research; Lee Jahncke, television station relations manager; Ted Oberfelder, director of advertising and promotion; Frank Marx, vice president in charge of engineering; George Milne, director of technical operations; Michael N. McMullin, New York television maintenance supervisor; James M. Valentine, Chicago television operations supervisor; E. C. Hortsman, engineering manager, Central Division, and Burke Crotty, television executive producer.

Mr. Mowrey is supervising the premiere programs.

Brush Joins WHDH

ARTHUR T. BRUSH has been appointed commercial manager of WHDH Boston, William B. McGrath, managing director, announced last week. Mr. Brush had been business manager and co-founder of the *New Hampshire Sunday News* prior to his appointment, effective Oct. 4 (today). Previously he was sales manager of WFEA Manchester, N. H., as well as advertising director of the *Manchester Union-Leader*.

Mr. Brush

Giveaways

(Continued from page 28)

tical effect results from present and past practices, (2) the confusion and uncertainty that it causes among licensees, and (3) the resulting lack of competent legal authority that present and past practices induce."

Meanwhile the Commission was told by Bruno Pinkney, who identified himself as financial writer for a Wall St. publication and gave his address as 120 Wall St., that the giveaways constitute a "perversion of the broadcasting industry." As a citizen and taxpayer he did not believe it in the public interest for advertisers to use public facilities to boost their sales through "lavish use of these 'free gift programs'."

"I also believe that the time has come," Mr. Pinkney wrote, "for the FCC to find ways and means to place adequate taxes on the profits of all the broadcasting stations and they should also include the television stations." He said he could not see any reason for permitting the use of these public channels "for the piling up of huge profits by the stations" and denounced the "ridiculous system" by which the public pays more for products because of the money spent to advertise them on the air, which cost is added to the retail price.

Direct Mail Award

"BEST OF INDUSTRY" award for radio in the annual direct mail campaign contest went to WMAQ Chicago Wednesday from the Direct Mail Advertising Assn. At association's 31st annual convention in Philadelphia, Promotion Manager Harold Smith earned the honor for "the most effective direct mail campaign" with a presentation which included copies of promotion pieces sent to clients, agencies and prospects during the year.

RMA to Discuss Plans For Remainder of 1948

TELEVISION and broadcast plans of Radio Mfrs. Assn. for the rest of the year will be discussed by industry leaders at the RMA fall conference, Oct. 6-8, at the Roosevelt Hotel, New York. Winding up proceedings will be a meeting of the RMA board with President Max F. Balcom, Sylvania Electric Products, presiding.

National Radio Week (Nov. 14-20), joint RMA-IRE TV activities, the Nov. 10-11 RMA industrial relations conference, expansion of RMA industry statistics and other services will be discussed. RMA committees and divisions will hold meetings. Among long-range topics will be the Industry Mobilization Policy Committee, headed by Fred R. Lack, Western Electric Co., and the RMA Silver Anniversary convention.

"Oh what beautiful evenings"—
for sponsors

on
WCPO
CINCINNATI

first again...

1st DURING EVENING HOURS

SETS IN USE	NET STA. "B"	WCPO	NET STA. "C"	STATION "D"	NET STA. "E"
26.1	18.8	32.9	20.0	11.9	12.3

1st DURING MORNING HOURS

16.2	14.6	26.6	25.5	14.6	16.6

1st IN TOTAL RATED TIME PERIODS

20.8	16.3	29.6	25.3	13.9	11.8

First According to August C. E. HOOPER ratings in Cincinnati, Ohio

REPRESENTED by THE BRANHAM CO.

WCPO
CINCINNATI'S NEWS STATION

TO REACH ATLANTA HOUSEWIVES

The Maggie Davis show 2:00 to 2:30 Monday through Friday features our Maggie with Les Henrickson as relief. The gal features local and national news with the woman's slant, has a wide knowledge of home economics, meal planning, nutrition, child care; also, fashions "with the light touch." Les handles roving mike interviews with studio audience, supplies the male angle on food, fashions, general topics.

This is the only established woman's participation program available in Atlanta for national advertisers.

Maggie is now keeping company with such famous names as: Celanese Corporation, Chase & Sanborn, Canada Dry, Fleischmann's Yeast, Welch's Grape Juice, Modern Ice, Yodora, Ladies Home Journal and others.

For further information call Headley-Reed Company today.

Drawing by permission of D. Appleton-Century Co.

ABC

IN ATLANTA IT'S
WCON
THE ATLANTA CONSTITUTION STATION
5000 WATTS 550 KC

Radio Sales

(*Continued from page 29*)

stopping, and economists looking twelve months ahead see very little hope of major decreases in fundamental living costs.

Also contributing to the uncertainties of 1949 is the increase of competition between the networks. As of today, CBS has three and one-half hours in the evening for sale; ABC has six and three-quarter hours and Mutual has 11 hours for sale. Your network has just one half-hour evening period open; so, naturally, all of our programs and particularly those in non-prime time are subject to the blandishments of the three other networks. Newspapers and magazines are stepping up their efforts against radio and we have the new competition which we, ourselves, are creating—television.

I would like to talk to you a little about our feeling in the controversy of television vs. sound broadcasting. We cannot be ostrich-like in our approach to the problem. Television is competing for the advertisers' dollar with magazines, newspapers, sound broadcasting and all other forms of advertising. But judiciously sold and handled, it is my belief, that the largest share of television advertising dollars will be new money to the advertising field. Certainly each of the present forms of advertising has its own particular advantage. Each has been tried in the fire of competitive selling and has produced results for its user. There is little likelihood that television will eliminate the newspaper or magazine ad, or that it will put sound radio out of business. It will bring changes—in some cases, rather drastic changes—into sound radio. How well sound radio fares in the competitive battle will be determined by how flexible, how useful and how ingenious sound radio can be in meeting that challenge.

Recalls Old Attitude

To those in broadcasting who gloomily predict "sound's" early demise when television becomes a universal reality, I recall similar dire forebodings in the early days of radio. Newspapers, magazines, movies, all were "doomed" by the advent of the wireless. But they survived — and handsomely — all having had their biggest years since the maturity of sound broadcasting. There was one particular field—the phonograph record—which everyone agreed would pass into limbo. The prophets of doom could not visualize anyone paying for a phonograph record when they could hear the same music absolutely free from their radio set. Well, what happened! You know the answer. Better records—technically, smarter merchandising, automatic record changers, top-notch promotion, and 1947 saw the biggest record sales in history.

Sound radio is in the same position today. Just as newspapers and magazines have their particular advantages in the information and advertising fields—so does sound radio. It has immediacy, speed, the power of suggestion, the persuasiveness of the human voice. It is not as demanding of its auditor as is television. It joins the magazine and newspaper in its use of words to create mental pictures in the listeners' minds—a habit that has been ingrained since the story-teller around the ancient campfire.

The best "guesstimates" today contemplate a television network of 100 to 110 stations, which could reach about two-thirds of the nation's population, but a network of that size is five to 10 years off. How much beyond 110 stations a network will grow will be determined only by the economic factors involved. Television's costly station operation imposes economic considerations not faced by sound radio. Its expansion beyond 110 markets will depend entirely upon how economical it will be for the affiliate to operate and how economical it will be for an advertiser to buy.

A Sound Market

However, even if television were to become the sole radio service of two-thirds of the population—which is inconceivable—there is still one-third of the nation which in the foreseeable future will be an exclusive sound radio market.

Another approach is obvious; the yearly average of sets in use today runs about 17% in the daytime and 27% at night. Reversing these figures, we find an average of 73% of homes at night and 83% of homes in the daytime are not using their sets. Here is a huge, untapped resource which I believe will be responsive to specialized programming designed to appeal to specific groups and types of audiences rather than the broad mass appeal of current-day radio. Programs aimed at those audiences would bring sizeable addition to the radio listening.

Make no mistake about it, sound broadcasting is here to stay—and very profitably so. While we are going to use every bit of ingenuity at our command to keep it at maximum sales levels, sound broadcasting can be extremely profitable even at somewhat lower sales levels. But, the lazy days of broadcasting are over. We're going to have to take off our coats and recondition those pioneering reflexes again. It can be done because it has been done, and by the same men and women who did it before.

Earlier I mentioned the dual job of our sales department—first—to bring in revenue and, second, the right programs to enhance the NBC lineup. When we get over into the television field, the importance of doing this dual job is greatly magnified.

One television station is very much like any other. Roughly speaking, power is equalized, one place on the dial is pretty much like any other so one of the great advantages that NBC has enjoyed in its sound broadcasting operations is eliminated right from the start. I do not mean to minimize the other important factors such as the undeniable "know-how," and the strong reputation and outstanding character of our affiliated stations. But to most clients and agencies, particularly at this stage in the development of television, all TV stations in any given market are practically the same.

This factor, of course, carries over, insofar as audiences are concerned. Their television receivers get one station about as well as another. Even if there should be temporary advantages — engineering-wise, this condition, in all probability, will be leveled out in the not-too-distant future. So, the viewer will tune in one station

SUN VALLEY PARODY
Abe Burrows Leads Affiliates In Song for Trammell

ABE BURROWS, Hollywood writer and comedian who performed at the Sun Valley NBC convention, ad libbed his way through the proceedings on occasions other than the formal banquet. At the wind-up dinner, he lead the affiliates in a parody sung to President Niles Trammell, but only after an improvised continuity acceptance department had revised two lines (words changed in italics). Author of the parody, to the tune of "Time on My Hands," remains anonymous. The opus follows:

Time on our hands
Flat on our *pants*
Nothing for folks to view

Where is that cable
Is it a fable
All of our dough we've blew

Please send us some shows
Give us some attention
We're going nuts
From this *ding-dang* invention

Just mis-ery
Got no T V
And it's all because of you

JOS. WEED & CO.,
350 Madison Ave., New York,
Know About the
5000 WATT TRANSMITTER
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

against the other, not on a basis of technical reception, but purely on the appeal of the program that he can view.

It is plain to see that with facilities equalized, the greatest advantage that can be gained by one network or station over another is its ability to program to please the public.

Thus, our sales forces must concentrate even more today in encouraging advertisers to utilize their NBC-TV time with the finest programs obtainable. Advertisers must be encouraged to spend considerable sums of money to do the job—and right from the beginning because the network program pattern is being established now. Tomorrow may find them, and us, playing second fiddle to our competition and that cannot be permitted to happen.

The television stations that carry the most popular programs and promote them to the hilt to their audiences, will establish the reputation with their audiences and advertisers that will make them the leaders of television's future.

I don't think I need tell you that nothing is being left undone to assure the finest programs for the NBC-TV Network. This is one of the ways that we have approached the problem.

NBC Consolidation

Recently, NBC consolidated its television and sound sales forces. Each salesman handles television and sound broadcasting. This was done for several very realistic reasons. First, if television is to be pioneered without financially breaking NBC, television revenue must be acquired with the least possible effect on sound broadcasting revenues. Second, NBC's sales force has many years of experience in dealing with the larger advertisers and agencies—knows their problems—their methods of working—the best approach to the sales problem of the nation's major advertisers. We put that experience to work for television without the necessity of training an entirely new sales force for that purpose. Each man is charged with the responsibility of maintaining his sound broadcasting clients and, in addition, doing an aggressive and constructive sales job for television. And progress is being made in the right direction.

At the present time, twelve and one-half hours per week of sponsored network television programs have been sold by the NBC Television Network; 60% of this time has been bought by advertisers who are not currently using NBC sound broadcasting facilities. Forty percent has been purchased by current NBC advertisers, but in addition to their current NBC appropriations.

We anticipate that 1949 television network sales will increase 50% over 1948, and a comparable increase in the year following is expected. Typical of the advertisers and types of programs that are being bought are *Texaco Star Theatre*, featuring Milton Berle (and this is television's biggest attraction to date); Philco—an hour on Sunday nights from 9 to 10 p.m., to feature adaptations of great Broadway plays with top-notch name actors and actresses; Gulf Oil Co., with an audience-participation program, starring NBC's Bob Smith; Bigelow-Sanford Rug Co., with an excellent show starring Dunninger, the magician, and Paul Winchell, the ventriloquist. These are just a few to indicate the type of clients and programs we are getting and, again I reiterate, without sacrificing NBC sound revenue.

Thus, even at this early stage in the development of television, the pattern of new advertisers and new money from current advertisers is being established. Nearly 30% of all television volume has been bought by advertisers who never used network radio to any extent. And this field potentially is tremendous.

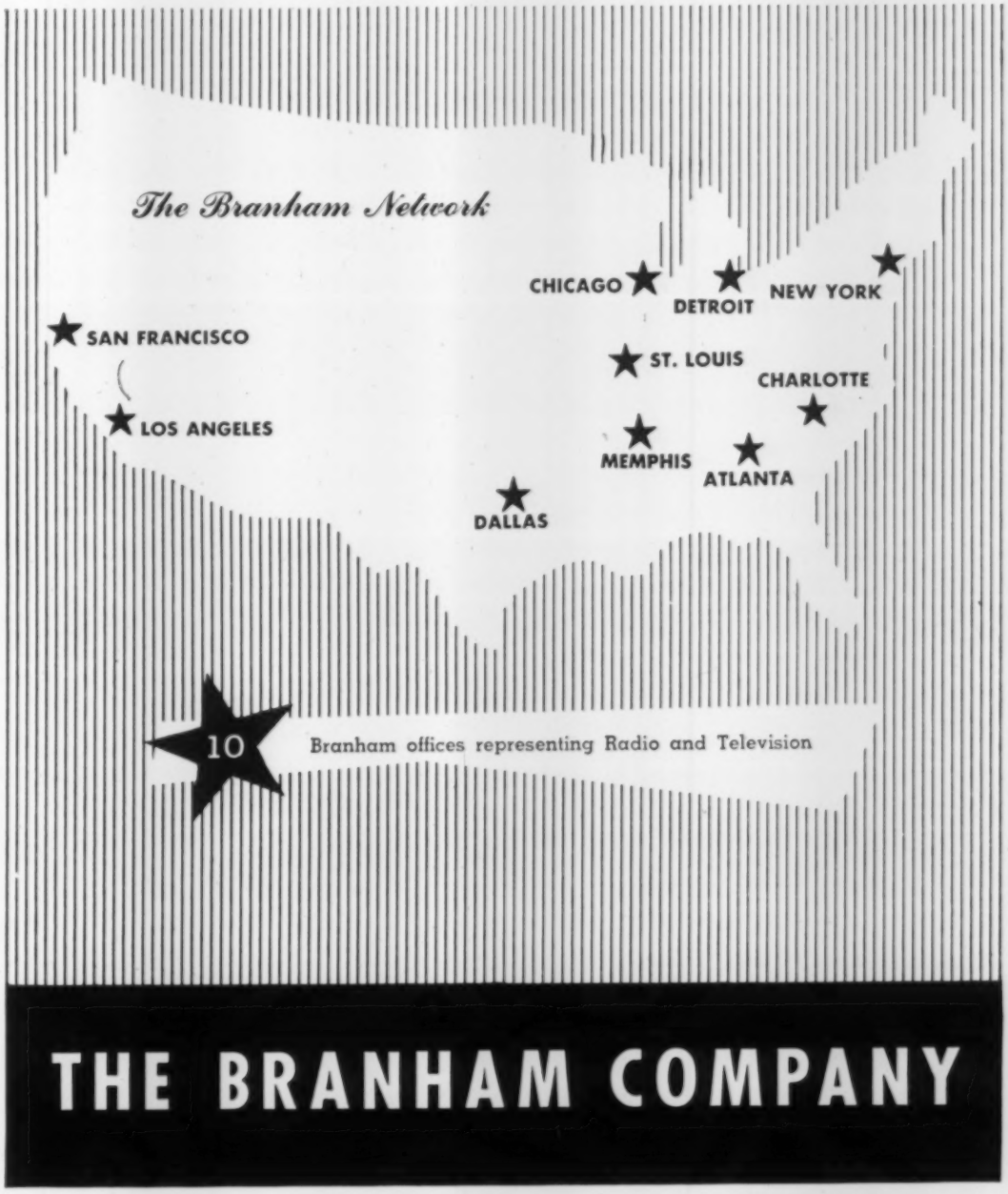
Consider just a few of the million-dollar-a-year class advertisers who do not use network radio—Aluminum Company of America, American Radiator, Bendix, Borg-Warner, California Packing Co., California Fruit Growers Exchange, Cannon Mills, Corn Products Refining Co., Goodrich Tire, Johnson and Johnson, Nash Kelvinator, Owens Illinois Glass Co., Pan American Airways, Pepsi Cola, all of the major movie companies, Simmons Mattresses and Union Carbide and Carbon.

All of these firms are logical users of television, and there are countless others who are just as likely prospects. A good case in point is the Eastman Kodak Co., one of the major industrial concerns of our nation. They have never used sound radio because they believe, rightly or wrongly, that their product has to be seen to be sold. Immediately, the addition of sight to sound makes them an important, logical and probably wide-spread user of television.

As you all know, one of the major problems of television is the inadeqaucy of interconnection facilities. A number of television stations already in operation, or about to go on the air, have signed affiliation agreements with NBC. It may be some time before coaxial cable or relay interconnection with the network is possible, thus preventing simultaneous telecasting of commercial programs in some markets.

To cope with this problem, we are recording programs on film taken directly from the kinescope. By this method, any program, the value of which will not be destroyed

(Continued on page 62)



Radio Sales

(Continued from page 61)

by 24 or 48 hours delay, can be filmed by kinescope recording and flown to the NBC affiliated station for local broadcast.

This is an expensive process for NBC, but in the interest of furnishing service and getting additional revenue for our affiliated television stations, NBC is presently assuming this cost. We are doing our level best to induce advertisers to add all non-interconnected NBC affiliates to their current lineups. This plan is progressing nicely, but there are innumerable problems. For instance, a client has made up his mind that he wants to experiment in television. He must first build or secure a suitable, acceptable program. This in itself is a huge job. There is no program history in television —everything is experimental. But for illustration, let's suppose he settles on a variety program of thirty minutes, featuring a top-flight actor as m.c., and Broadway stars and singers. He whips his show into shape and our sales department convinces him that he should add all non-interconnected NBC affiliates to his lineup by means of kinescope recordings. He then must clear literary rights, music rights—including synchronization, performing, dramatization and re-recording rights, motion picture rights, rights for the appearance of actors, singers, announcers, the m.c. and half a dozen others.

The refusal of any one of these clearances would prevent us from making kinescope recordings, and you can appreciate the amount of time it takes to negotiate such agreements.

Interest Mounts

There is tremendous interest and curiosity on the part of advertisers. The potential of the new medium is great. Its rapid strides in the last two years and the challenge of its commercial problems has practically forced the nation's major distributing organizations to experiment with it. Thus, we find such organizations as Procter & Gamble, General Foods, Colgate, Philco, and the automobile manufacturers and distributors, getting in on the ground floor. But they are not buying circulation. They are buying "know-how" at minimum costs. By getting into the picture early, they hope to establish a time franchise that will pay off in the long run.

Naturally, advertisers are getting into it as cheaply as possible, but the very nature of television is such that "minimum costs" already have far surpassed the costs at a comparable stage in the development of sound radio. And, since for the most part, television development is supervised by the radio departments of the advertisers and their agencies they look at television with their radio eye and they see strange things. They see "costs per thousand" at astronomical levels—levels that cannot possibly pay off—costs of $150-$200 per thousand potential viewers in some cases. Of course, this is due to limited set distribution and is being reduced with each set sold. They find that program costs are much higher than in radio, and only a handful of stations against which to amortize these program costs. Finally, while everyone agrees that the impact value of television will be many times that of any other media, there is no yardstick to apply. Success stories —foundation stones of sound radio —are practically non-existent and so we find the advertiser in the position of being vitally interested in the medium but unable to spend his money in it with assurance of any specific return. Television will outgrow these problems. Each day's experience adds to the sum total of knowledge. It will not be too long before the values can be proven. Today, advertisers buy television as an experiment and on faith, a faith that will, with certainty, repay them many times over in the years to come.

As in the network picture, television will open new sales possibilities for you on a local basis. Food chains, automobile dealers, specialty shops, department stores, appliance selling organizations— all are unusually good prospects.

The department store field in itself, can become the single most important advertising classification in television. Radio, in recent years, has had some success in this field brought about by concentrated selling and the careful examination of the retailers' problems in the light of what radio could offer. But for the most part, department stores still confine their major budgets to newspapers because they feel that their wares must be shown to be sold. Now, television offers them that opportunity in combination with sound and—another important plus— "motion."

NBC believes that this field is so important to the local operation that it is now planning to constitute a department in its New York office to specialize in department store problems in relation to television. Its responsibility will be to:

1. Create program ideas that are adaptable for local department store use.
2. Develop presentations that will assist in getting department store business for television.
3. Develop commercial techinques.
4. Work with manufacturers of retail products to interest them in including television among their "advertising allowances" to retail stores.
5. Disseminate the information gleaned from the operation to all NBC affiliated stations and assist them in obtaining department store clients in their individual cities.

NEWLY-ELECTED officers, Lewis Allen Weiss (l), president, and Willet H. Brown, executive vice president, both of Thomas S. Lee Enterprises Inc., review data in connection with completed $3,000,000 Don Lee Network AM-TV studio. Election followed hospitalization of Mr. Lee, sole stockholder in firm which owns the network [BROADCASTING, Sept. 13].

Now, I would like to conclude with a reiteration about the local television sales picture. At all costs, sound radio must be kept profitable during the "red ink" development stages of television. An exodus of local advertisers from sound to sight and sound, would have dire effect on the stability of your overall operation. The time has come to rededicate ourselves to a more effective, more productive, sound broadcasting.

I am confident sound radio and television will continue to go forward into the future as the most effective advertising media ever known.

WRLC Now WLET

WRLC Toccoa, Ga., changed its call letters to WLET effective Oct. 1, according to R. G. LeTourneau, station licensee. Station operates AM with 250 w on 1450 kc and FM outlet on 102.9 mc with 10 kw.

HARVEST TIME IS HERE

IT'S TIME TO GATHER IN YOUR BUSINESS OVER OUR THREE FACILITIES

√ WMBG
AM Station

√ W Capital Old Dominion
FM Station

√ W TeleVisicn Richmond
Virginia's ONLY Television Station
OPERATING 27 HOURS A WEEK
Is Now Affiliated with
NBC Television Network

WMBG The Station of Progress
5,000 Watts
NBC Affiliate
Represented by JOHN BLAIR & COMPANY

CANADA'S FOURTH MARKET
WINNIPEG
A "MUST" BUY
CKRC
630 KC. NOW 5000 WATTS
REPRESENTATIVE: WEED & CO.

NARND Picks Nine For Advisory Unit

Judge Miller, Others Are Invited To Serve on Advisory Group

NAB President Justin Miller and eight other leading radio industry executives have been invited to serve on a proposed new Advisory Council for the National Assn. of Radio News Directors, John F. Hogan, NARND president, announced last week.

In announcing the new council, Mr. Hogan, who is news director at WCSH Portland, Me., said the nine executives were selected by NARND's board of directors "because of their continued effort to improve radio as a news medium." Purpose of the council, he explained, will be to advise the association on matters of policy which affect the radio industry and to provide closer working relations between "progressive radio management" and NARND. The council plan was drawn up by NARND at its convention last fall in Washington.

Members have been invited to the association's annual convention this year, to be held in St. Louis, Nov. 11-13. Members invited, besides Judge Miller, are the following:

John Gillin, manager, WOW Omaha; John D. Ewing, manager, KWKH Shreveport; Paul Morency, manager, WTIC Hartford; E. R. Vadeboncoeur, vice president, WSYR Syracuse; Hugh B. Terry, manager, KLZ Denver; Wilton E. Cobb, manager, WMAZ Macon, Ga.; Frank M. Russell, vice president, NBC Washington, and Jack Harris, manager, KPRC Houston.

Techniques for the documentary type visual and aural shows will be discussed during one of the featured panels of the convention next month. Discussion has been scheduled for last day sessions, according to Jack Shelley, WHO Des Moines, second vice president of the group. Sig Mickelson, news director of WCCO Minneapolis, will speak on documentaries. Technique of film documentaries for use as station promotion and on television programs will be described by Soren Munkhof, WOW Omaha news chief.

Chief emphasis in NARND agenda will be placed on television, facsimile and special news techniques for small stations. Convention arrangements, including reservations, are being handled by a committee headed by Mr. Shelley and Bruce Barrington, KXOK St. Louis. NARND membership is not a prerequisite for attendance, however, it was emphasized.

T-Day in Atlanta As WSB-TV Debuts

T-DAY came officially to the South last Wednesday when WSB-TV Atlanta, video outlet of *The Atlanta Journal*, launched telecast operations amid appropriate opening night ceremonies from 8-10:30 p.m. Present were officials from the state, radio, educational institutions and the parent firm, Atlanta Journal Co. The station operates on Channel 8, 180-186 mc.

Inaugural included a greeting by J. Leonard Reinsch, managing director of Cox radio stations, and addresses by James M. Cox Jr., vice president of the board, Atlanta Journal Co., George C. Biggers, its president, and Daniel J. Mahoney, a board member. An NBC salute, featuring a welcoming talk by Niles Trammell, NBC president, highlighted the next presentation. WSB-TV will carry NBC programs by kinescopic recordings at first.

John M. Outler Jr., general manager, WSB and WSB-TV, and oldest employe of the Journal Co., in point of service, then introduced Gov. M. E. Thompson and Atlanta Mayor William Hartsfield. Representatives from Emory University, the public schools, county commission and the Chamber of Commerce also spoke briefly.

WPIX New York delivered a tribute during which WSB-TV newsman Jim Bridges discussed the film tieup with the Manhattan video outlet. The Atlanta station has contracted for rights to the Korda full-length film series. The inaugural telecast concluded with the showing of a feature film, "Cheers for Miss Bishop."

Program previews showed portions of *Monkey Business* and *Science Is Fun*. A sports program, *Scoreboard*, followed with prominent sports personalities from the golfing, baseball and football fields.

Mr. Outler also introduced WSB-TV staff members, including Marcus Bartlett, program director; Mark Toalson, production director; Frank Gaither, commercial manager, and C. F. Daugherty, chief engineer.

Station will program seven days a week at outset, maintaining three continuous shifts of employes to sustain programming operation.

WSB-TV's studios are located at 1601 West Peachtree St., N. E., Atlanta. Transmitter house and TV tower site is at Beverly Rd. and West Peachtree. Cost of all installations was estimated roughly at more than a half-million dollars.

'Very Much Alive'

A GROUP of delegates to the FMA Convention in Chicago got lost in the Sheraton Hotel last Monday morning and wandered into a gathering of undertakers—members of the Jewish Funeral Directors Assn. Retiring FMA President Dillard in his opening address to the FMA convention observed: "I am told that a short time ago several of our members inadvertently walked into a gathering of undertakers being held in a nearby room of this hotel. If those men came here looking for a wake, they'll be disappointed. FMA still is very much alive."

ASCAP-Movie Exhibitors Case Up in Court Oct. 6

THE NEXT stage in the case of the New York motion picture exhibitors vs. ASCAP is scheduled for Oct. 6, in U. S. District Court, New York.

At that time both defendant and plaintiffs are to enter proposed decrees on the judgment handed down last July 19 by Judge Vincent L. Leibell, holding that ASCAP's structure constituted a violation of the anti-trust laws. ASCAP has 90 days from the time the decree finally is entered by the court in which to file an appeal.

On the part of the defendant, ASCAP, the Oct. 6 court appearance will involve an attempt to achieve a clarification, or simplification, of the court's findings.

McNulty Says FM Spurs Faith in Radio's Future

FM BROADCASTING is largely responsible for having kept alive the listener's faith in radio's future by maintaining an aesthetic standard of programming. This view was expressed by Thomas F. McNulty, president of Belvedere Broadcasting Corp., operators of WMCP (FM) Baltimore, and newly-elected treasurer of FM Assn., in a recent talk before the Baltimore Professional and Business Men's Assn.

One of the things WMCP learned in six months of broadcasting, Mr. McNulty said, was "that a minimum audience, with maximum purchasing power, is to be highly preferred, from a commercial viewpoint, to a mass audience willing to absorb everything and respond to nothing.

WMCP deliberately beamed its programming at the intelligensia, according to Mr. McNulty. It refused to accept spot commercials. It tabooed jive and be-bop. "Sponsors were told frankly to expect nothing—immediate." Summing up the results of this policy Mr. McNulty said: "We still have our pioneer sponsors and many others."

PHILADELPHIA'S No. 1 Disc Jockey
Doug Arthur with Danceland
10,000 Watts WIBG
REPRESENTED Nationally by Adam J. Young, Inc.

5,000 WATTS
WVNJ
DAY and NIGHT
WMCA 570 · 620 · WNBC 660 · WOR 710 · WJZ 770
Newark, N. J.

LOOK AT OUR DIAL POSITION!

WVNJ reaches people in North Jersey and New York City right smack in the middle of their 25-year-old listening habit. No fishing around—no hooking the wrong kilocycle by mistake.

You just look up our thrifty rates in SR & DS—or better still make sure you have our rate card—and you'll be amazed how little of your money it takes to buy 5,000 Watts day and night.

NEWARK BROADCASTING CORPORATION
IVAN B. NEWMAN, General Manager
45 CENTRAL AVENUE, NEWARK 2, N. J.
Mitchell 3-7600

FIRST RADIO advertising for Pillsbury's new cake mixes is planned (l to r) by Larry Haeg, WCCO Minneapolis-St. Paul farm service director; Jack Willem, account executive, Leo Burnett agency, and Bob Keith, Pillsbury advertising manager.

Woods Given New Philco Industrial Division Post

LESLIE J. WOODS has been elected vice president of Philco Corp. Industrial Division.

Mr. Woods joined Philco in 1925. He was appointed manager of firm's Auto Radio Division in 1941. The next year he became vice president and general manager of National Union Radio Corp., then a Philco subsidiary.

After war Mr. Woods returned to Philco as manager of its Industrial Division. This unit of Philco Corp. handles development and sale of automobile radios, and sales of aircraft radio and radar, industrial electronic, and communications equipment.

FM GRANTS

Seven Are Given Full Permits

CONSTRUCTION PERMITS for two Class A and seven Class B FM stations were authorized last week by FCC. One of the Class A and five of the Class B permittees previously held conditional grants.

The new Class A CP went to Conway Broadcasting Co., Conway, Ark., and the new Class B permits were granted to WKBW Inc., Buffalo, N. Y., and Sandusky Newspapers Inc., Sandusky, Ohio.

WWON-FM Woonsocket, R. I., received a Class A CP in lieu of a conditional grant while WRON-FM San Francisco; WDAE-FM Tampa, Fla.; WLAB Lebanon, Pa.; WEMB-FM San Juan, P. R., and WMVA-FM Martinsville, Va., received Class B CPs.

Modifications of permits were authorized for 14 existing stations for changes in technical facilities. WWJ-FM Detroit was granted CP to specify postwar facilities for its prewar station and received Class B Channel 246 (97.1 mc) with ERP of 8.7 kw and antenna 685 ft. Replacement of expired CPs was granted to the following: W K N Y - F M Kingston, N. Y.; WMFD-FM Wilmington, N. C.; K M U S - F M Muskogee, Okla.; WGAU-FM Athens, Ga.; WLAG-FM La Grange, Ga., and WTUX-FM Wilmington, Del.

Details are as follows:

Buffalo, N. Y.—WKBW Inc., Class B, Channel 297 (107.3 mc), effective radiated power 16 kw, antenna height above average terrain 335 ft. Estimated cost of construction $39,500. Grantee is licensee of WKBW Buffalo.

Conway, Ark.—Conway Broadcasting Co., Class A, Channel 249 (97.7 mc), 410 w, antenna 210 ft. Estimated cost $11,511. Principals: James E. Clayton, president 15%; S. T. Smith, owner Smith Auto Co., Ford dealer, vice president 5%; Thomas G. Wilson, executive vice president First State Bank, treaasurer 10%, and Sam M. Clark, attorney, secretary 2½%. Remaining stock is held by eight local businessmen, none of which owns a majority.

Sandusky, Ohio — Sandusky Newspapers Inc., Class B, Channel 233 (94.5 mc), 51 kw, antenna 295 ft. Company publishes "The Sandusky Register-Star-News" and is owned as follows: Dudley A. White, president, 14.5%; Charles J. Stark, vice president and secretary; Alice S. White, 8.39%; Alice M. Snyder, 36.48%; Dorothy S. Mack, 6.76%; John T. Mack, 0.923%; Jane M. Palmer, 0.923%; Penelope M. Stark, 0.923%; estate of Ethel M. Blinn, 0.923%; and estate of R. C. Snyder, 18.24%.

Lebanon, Pa.—Radio Lebanon FM and Television Inc., WLAB, Class B, Channel 281 (104.1 mc), 4.7 kw, antenna 590 ft.

Martinsville, Va.—Martinsville Broadcasting Co. Inc., WMVA-FM, Class B, Channel 242 (96.3 mc), 2.6 kw, antenna 455 ft.

San Francisco—The Chronical Pub. Co., KRON-FM Class B, Channel 243 (96.5 mc), 57 kw, antenna 1,230 ft.

San Juan, P. R.—El Mundo Broadcasting Co., WEMB-FM, Class B, Channel 266 (101.1 mc), 16 kw, antenna 2,850 ft.

Tampa, Fla. — Tampa Times Co., WDAE-FM Class B, Channel 289 (105.7 mc), 26 kw, antenna 450 ft.

Woonsocket, R. I.—Assoc. Electronic Enterprises Inc., WWON-FM Class A, Channel 288 (105.5 mc), 390 w, antenna 215 ft.

DIRECTORIAL CHANGES ARE MADE BY CBS-TV

CBS-TV has announced six changes in and additions to its directing staff.

Kingman T. Moore, Hugh Muir Rogers and Don Hewitt, associate directors, have been promoted to directorships. The associate directorships have been filled by Herbert Spencer Sussan, Theodore P. Mar-Marvel and Richard A. Bleyer.

Mr. Moore will continue working with the Barry Wood *Places, Please!* program, and will direct the new *Kobbs Korner* show. Mr. Rogers has worked as associate director on *What's It Worth?*, *To the Queen's Taste* and *Missus Goes A-Shopping*. Mr. Hewitt will remain with the news department as director.

Mr. Sussan, a writer-producer-director, is new to television. His *Japan in Defeat*, a photographic study on atomic warfare and its effects, was published by the War Dept.

Mr. Marvel has been transferred from CBS Shortwave, where he has been an announcer-producer since 1943. Mr. Bleyer, before joining CBS-TV as studio floor manager, directed programs for WCBS New York.

LESTER RONDELL, art director at New York office of Morris F. Swaney Agency, is showing 16 of his paintings at his first exhibition in Associated American Artists Galleries, New York, until Oct. 9.

FCC Backs WSAY's Plea for Affiliation

THE JUSTICE DEPT. and the FCC last week came to the aid of WSAY Rochester in its effort to secure Supreme Court review of lower courts' refusal to enjoin ABC and Mutual from switching affiliations to other local stations [BROADCASTING, May 3, July 19].

With Commission backing, the Justice Dept. told the Supreme Court that it should grant WSAY's request for review because of the lower courts' "misconception" of FCC's network regulations.

One of the questions involved is the right of a network to set the national advertising rate of an affiliate, which was upheld by the U. S. Second Circuit Court of Appeals in affirming a district court refusal to grant the injunction which WSAY requested.

The case is an outgrowth of WSAY's $12,000,000 suit charging the four major networks with violation of the anti-trust laws. Pending trial of the suit, WSAY sought the preliminary injunction to prevent ABC and Mutual, with which the station had "special non-affiliate agreements," from moving to new Rochester stations. The suit claims ABC and Mutual conspired to boycott WSAY, and that NBC and CBS, which have other Rochester affiliates, refused to make their programs available to the station.

The Justice Dept. described as "unfounded" the Appeals Court's finding that the FCC, "after . . . consideration of the Sherman Anti-Trust Act, has specifically sanctioned many of the important terms of the affiliation contracts."

'Misapprehension' Possible

The Justice Dept. brief also noted that "the Commission shares the Government's concern at the implications of the present decision. In a letter to the Dept. of Justice suggesting the advisability of the Government's support of the petition [for Supreme Court review], it stated that 'the language of the Court of Appeals . . . appears to reflect a serious misapprehension as to the intent and scope of the Commission Chain Broadcasting Regulations.' "

The Justice Dept.'s brief was filed by Solicitor General Philip B. Perlman. WSAY is represented by William L. McGovern, formerly of the Justice Dept., and Seymour Krieger of the Washington law firm of Courtney, Krieger & Jorgenson.

It is in the Supreme Court's discretion whether it will review the case or not.

RCA TUBES ...

RCA 833-A

the standard of comparison in AM

• Take the 833-A, for instance. Originally designed by RCA engineers, this power triode features a giant zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a filament that has tremendous emission reserve for peak loads. Result—dependable operation . . . long life . . . operating economy.

RCA has a complete line of power tubes for standard-band and short-wave services. For your convenience, these tubes are now available directly from RCA or from your local RCA Tube Distributor.

For information on any RCA tube, write RCA, Commercial Engineering, Section JP36-2, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

GET THAT JOB!

A Career Resume makes a top-flight sales presentation of your abilities . . . helps you sell your services for the top dollar! Vastly superior to letters of application. Sample Career Resume with easy to follow instructions for preparing your own $1.00 postpaid.

CAREER RESUMES
BOX 52, ELMWOOD STA., SYRACUSE 5, N.Y.

Kobak Part Owner Of Georgia Outlet

Mutual President Gets 48.6%; Other Transfers Approved

MUTUAL President Edgar Kobak became part owner of WTWA Thomson, Ga. last week with FCC approval to assignment of license from Walter J. Brown, sole owner, to new corporation. Mr. Kobak acquires 48.6% interest for $12,150. Mr. Brown, also president of WORD Spartanburg, S. C., retains 51% holding in WTWA.

Commission consent also was granted to transfers of control involving WFUN Huntsville, Ala.; KVOW Littlefield, Tex., and WBET and WBET-FM Brockton, Mass.

New WTWA licensee corporation, Hickory Hill Broadcasting Co., pays $25,000 to Mr. Brown, president, for WTWA assets and Mr. Brown returns $12,750 for his 51% holding. Harold Teasley, station manager is vice president-treasurer and 0.4% owner. WTWA is assigned 250 w fulltime on 1240 kc and is a Mutual affiliate.

WFUN was granted assignment of license from co-partnership of Lauren Mickle, John Garrison and Joe S. Foster Jr. to corporation in which Mr. Garrison retains one-third interest. Remaining two-thirds is sold to Joseph B. Falt Jr., president, who keeps a 60% interest and gives 6.66% holding to his wife, Anne S. Falt, secretary-treasurer. Mr. Mickle and Mr. Foster reportedly sold their interests for $4,000 cash each and retirement of an $8,000 loan. WFUN is assigned 250 w fulltime on 1450 kc.

KVOW is granted assignment of license from J. C. Rothwell, sole owner, to new partnership of Southwestern Broadcasters, composed of Mr. Rothwell as 75% owner and J. B. McShan 25% owner. Mr. McShan, general manager of KVOW, buys the one-quarter interest for $4,885. KVOW operates fulltime on 1490 kc with 250 w.

In the WBET and WBET-FM transaction, C. L. Fuller is granted acquisition of control of Enterprise Pub. Co., WBET licensee and WBET-FM permittee, through purchase of stock from the estates of S. H. and Florence L. Rich, deceased. Mr. Fuller, holding 214 shares himself and 138 shares as trustee, out of 1,000 shares common authorized, bought 195 shares from S. H. Rich estate Dec. 12, 1947, for $45,240 and on Dec. 24 that year resold those shares for the same figure to the corporation. On May 28 he bought 15 shares common at $232 per share and 46 shares preferred, at $100 per share, from estate of Florence Rich. Thus he now votes 352 out of 556 shares common outstanding. Delay in filing application for FCC approval was caused by misunderstanding as Mr. Fuller had working control of firm even before death of Mr. Rich, application said. His brother, Myron L. Fuller, retains 188 shares common. WBET is assigned 250 w day on 990 kc.

CONGRATULATIONS, and cake too, were received by NAB's top echelon from their topflight secretaries to celebrate third anniversary of present association regime. Three-candled cake greeted President Justin Miller (l) and Executive Vice President A. D. Willard Jr. when they came to work Thursday. They took office Oct. 1, 1945. Cake presenters were (l to r) Helen Frueth, secretary to Judge Miller, and Gladys Hall, secretary to Mr. Willard.

MIDGLEY BOOK COVERS TIMEBUYING, SELLING

C. E. MIDGLEY, CBS sales service manager, is the author of *The Advertising and Business Side of Radio* to be published Oct. 27 by Prentice-Hall Inc. ($5.25).

According to pre-publication information from the network, Mr. Midgley's book is a "how-to-do-it" volume, dealing principally with the buying and selling of time on national and regional networks and individual stations.

The book also features background information and statistics on set ownership by geographic and economic groups, audience surveys, research techniques, costs and discounts systems used by networks and stations, agency methods, and FCC broadcasting regulations.

TV Experimental Pickup Granted for Movie Test

TELEVISION'S potential role in movie exhibition practices is under study by the Cummerford Theatre group in Scranton, Pa., it was learned last week when FCC authorized the Mecco Realty Co., Scranton, to use an experimental television relay to convey video programs into the local Cummerford Theatre.

The Commission granted a special temporary authority to Mecco, associated with the movie interest, to employ an experimental relay on 6950-7050 mc with 0.1 w power to pick up television signals from commercial stations in Philadelphia and New York and relay them into the executive offices of the theatre for private study. The grant is valid Oct. 2-11.

Letter, accompanying the request, indicated the study is in cooperation with RCA television operations.

JOHNSON IS CERTIFIED AS SENATE NOMINEE

FOLLOWING a bitter legal battle which ran from the Lone Star State to the nation's Supreme Court, the name of Rep. Lyndon B. Johnson was certified by the Texas Secretary of State last Wednesday for a place on the November general election ballot as Democratic nominee for U. S. Senator.

Attorneys for Rep. Johnson, husband of Claudia, KTBC Austin owner, and for his opponent, former governor Coke R. Stevenson, met with U. S. Supreme Court Justice Hugo Black last Tuesday to discuss the dispute over who had won the nomination. Rep. Johnson led Mr. Stevenson by only 87 votes and the latter candidate had won an injunction in a lower court to keep Mr. Johnson's name off the ballot until votes could be checked.

Justice Black signed a formal order last Wednesday setting aside the lower court injunction barring Rep. Johnson from the ballot.

ONE OF A KIND

Time buyers learn early that some stations sell merchandise, while others do not. WAIR is a selling station . . . made so by popular programming. WAIR sells in volume . . . at a profit.

WAIR

Winston - Salem, North Carolina
Representatives: Avery-Knodel

Here's The Picture In
ROCHESTER
The Kodak City

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
MORNING 8:00-12:00 A.M. Monday through Fri.	33.2	29.9	9.2	7.1	13.0	7.1
AFTERNOON 12:00-6:00 P.M. Monday through Fri.	36.6	26.6	12.2	8.3	10.2	5.0
EVENING 6:00-10:00 P.M. Sunday through Sat	28.5	28.2	11.9	9.6	13.8	Station Broadcasts till Sunset Only

REPORT FOR LATEST PERIOD AVAILABLE BEFORE PRESS TIME—JULY-AUGUST, 1948
Authority—C. E. HOOPER, INC.
"Station Listening Index"

WHEC — ROCHESTER, N.Y.
CBS
5,000 WATTS
National Representatives
J. P. McKinney & Son
New York, Chicago San Francisco

SUBSCRIBE NOW...

RECEIVE FREE

BROADCASTING

260-page

MARKETBOOK

Offer expires Oct. 11

If you are a BROADCASTING subscriber on Oct. 11, you will receive as a bonus, a *free* copy of this fact-packed MARKETBOOK. This volume comes with your regular weekly edition securely wrapped in a heavy-duty envelope.

SELLS SEPARATELY FOR $1.00

NOW... and until October 11, a regular subscription to BROADCASTING includes:

- **$5.00 Yearbook-1949**
- **$1.00 MARKETBOOK**
- **52 weekly issues**

all for $7

UNTIL OCTOBER 11

MAIL COUPON TODAY

HA-6

BROADCASTING MAGAZINE
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

YES, enter my subscription now so I'll get the 1948 MARKETBOOK, 1949 Yearbook (published in February) and the next 52 weekly issues.

1 YEAR ☐ $7 2 YEARS ☐ $12

Add $1 a year for Canadian or foreign postage

☐ BILL ME

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

• 52 WEEKLY ISSUES AND 1949 YEARBOOK •

MARKETBOOK Special

Transit FM

(*Continued from page 23*)

$15,000. This figure obviously will vary according to labor costs in various cities and according to franchise payments. With billings on the books at present, and after only a few weeks in full operation on 400 vehicles, we are running just about in the black with about 20% of available time sold."

He pointed out that there are also probably lower or higher limits within which the transit FM operation could be financially successful. Mr. Taft, himself a station official—managing director of WKRC-WCTS Cincinnati—warned that "a station in a city having less than 100 vehicles (transit) should stay away from the Transit Radio project, unless it is willing to consider such a project as promotion. By the same token, a station trying to handle too many vehicles, let us say in excess of 1,500, will run into the problem of a rate card which may be justifiable, but which is so high as to freeze out advertisers."

Discussing the matter of operators selling car cards to transit companies, Mr. Taft explained that their contracts are lacking in uniformity. Some, he said, have clauses which "seem to give the car card operator a fairly broad exclusive over all forms of advertising 'in, on or about' the vehicle." Some are firm for long periods of time, others carry a 90-day cancellation clause, and still others are obviously non-exclusive, he declared.

"A year ago," Mr. Taft said, "we were concerned with the advisability of taking the car card people into partnership, and we made various attempts to do so. Apparently they have not seen fit to go along on this basis, and in some places have determined on a policy of trying to get into the act on their own. Now, although the car card interests may have a certain legal place in the picture, and are worried . . . they have no practical or functional place in it at all."

"They can perform no service in connection with transit radio," continued Mr. Taft, "that cannot be performed better by the local station working with a national representative organization set up to sell this new medium alone."

Mr. Taft said he did not believe an existing AM representative could efficiently sell AM time against Transit's FM in one market. He said the transit radio firm had reached an agreement with National Transitads allowing the latter firm a small percentage on any business duplicated by Transit Radio.

"In other places," Mr. Taft explained, "there are proposals to permit the car card people to take over certain aspects of local sales." He doubted that any of these deals had been culminated and questioned that they were necessary or desirable.

Transit Radio was described by the official as being a method of placing "a losing FM station immediately and substantially in the black" and a means of obtaining a large, consistent and guaranteed audience.

Commercial aspects of the project were illustrated by Mr. Taft as follows:

In Cincinnati, a city of approximately 800 vehicles, the daily traffic count of rides averages 750,000. This audience can be divided into Class A, Class B, and Class C, according to average half-hour traffic load. With about half of the available vehicles installed in Cincinnati, we figure an average instantaneous audience in Class A, which covers 4½ hours of morning and afternoon peak loads, at 23,000. The average Class B, which represents the midday traffic, comes to approximately 8,200, and the nighttime Class C audience runs to about 4,400. On the basis of this audience, figuring Class A 260-time rate at 75c per 1,000 listeners, and Class B at a dollar per 1,000 listeners, we have an open rate Class A of $20 and a Class B rate of $10 for a twenty-second spot. During our night Class C period in Cincinnati we cut away from the busses and revert to normal programming. In addition to normal spots, we are offering for sale three-minute news periods with 50 words of commercial on a basis of spot rate plus 50%. We are also offering weather reports, time signals, sports shorts, etc., at package rates.

On the basis of this rate card we began pounding the streets about three months ago. At the present time we have 46 sponsors under contract, representing annual billings of approximately $175,000. Most of these accounts are on the air on a trial basis and for small weekly amounts. Advertisers represent a broad cross section of local retail advertisers primarily. Although we have several national products, such as Gruen Watch, Canada Dry Ginger Ale, etc., we have not as yet had time to make such effort in the national field.

Legal Aspects Explored

The FM broadcasters were told by Mr. Taft that his firm had thoroughly explored the legal aspects and FCC requirements before launching the operation.

He indicated that in some cities such as St. Louis, and in New York City, where there are some 20 companies with over 6,000 vehicles, it will be necessary for more than one station to hold a contract.

Heavy attention has been given to providing a well-rounded program service. Transit Radio found that normal radio programming, particularly "talk shows," were not suitable as a steady fare for strap hangers.

"We had to program in such a way as to please the greatest number of people and to offend the smallest possible percentage," Mr. Taft explained. "That meant basically instrumental music, avoiding classical and jive extremes, interrupted by news, weather reports, sport shorts and other service features."

Three types of contracts currently being offered stations by Transit Radio were described as one providing a per-month, per vehicle flat charge; a percentage of station net after all operating, sales, depreciation and other charges, and a third calling for a percentage of gross receipts on a sliding scale.

NEW BUS FM UNIT

General Electric Produces, Tests Receiver

Driver inspects receiver for GE's new bus FM receiver.

* * *

THE GROWING trend to supply America's bus riders with radio fare has been recognized by one of the leading electronics producers —General Electric Co.—which announced last week it has developed a new FM radio receiver designed specifically for installation in busses.

GE's new unit, produced by the firm's specialty division of the electronics department at Syracuse, N. Y., will operate up to eight speakers, enabling low level operation of each one, it was reported.

Demonstrations of the receiver were conducted by the Omnibus Radio Corp. of Syracuse, N. Y., at the American Transit Assn.'s convention in Atlantic City Sept. 26-30.

The set is designed for fixed tuning and is crystal tuned to the frequency of any FM station desired. A receiver can be mounted directly behind the driver's seat or any other suitable location.

A 10-tube set, it incorporates a vibrator power pack, which is said to boost the 12 volts from the bus battery up to the higher voltage required for set operation. Standard 6½-inch speakers are used.

LIBEL and SLANDER

Invasion of Privacy
Violation of Copyright
Plagiarism

These daily hazards can be INSURED.

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Our EXCESS POLICY is adequate, effective and inexpensive. Write for details and quotations.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

WPIX-IBEW

(Continued from page 25)

exclude projectionists and light men. WPIX also agreed to a division of its film department personnel along craft lines similar to the setup in the motion picture industry, with newsreel cameramen as one bargaining unit, laboratory technicians as another, etc. Such a set-up would be more practicable at WPIX than at other independent TV stations because it produces and syndicates a daily video newsreel and thus has an unusually large film staff.

In essence the WPIX position on the division of responsibility in a television station is that the engineering function begins when the picture being televised is picked up by the video camera and continues from that point until the signal has left the transmitter. Everything done before the picture gets to the camera tube, according to this plan, would be a program department function. This set-up would include projectionists of movie films with the program staff, a matter of dispute with the engineering unions who point to their contracts with other TV stations in which the projectionists are classed as technicians.

The importance of having an NLRB ruling on the union jurisdiction over the various classes of TV employes, acceptable to unions and employers alike, was stressed last week at WCBS-TV New York. Station was forced to cancel a scheduled evening broadcast of boxing matches from the Westchester Center when the IATSE members, who handle lights at this suburban auditorium, refused to work with CBS cameramen. Latter are members of IBEW, as are all CBS technical employes. CBS video executives hope the matter can be straightened out in time to permit the Wednesday fight series, scheduled for the entire winter season, to get started this week.

Becomes Law Partner

RICHARD C. O'HARE, for seven years with the Washington radio law firm of Dempsey & Kopolovitz and formerly with FCC, has become new partner in the Boston law firm of Maguire & Roche, henceforth to be known as Maguire, Roche & O'Hare. Located at 199 Washington St., firm will continue practice before all courts and agencies of the Commonwealth of Massachusetts and the Federal Government. Change was effective Sept. 22.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON

FM TECHNICAL PROGRESS

Simplified Transmitter, Combination Fax-Radio Console Viewed at FMA Convention

THOSE looking for new technical developments at FMA's annual convention last week in Chicago spent most of their time grouped around two exhibits—a radically simplified FM transmitter called the "Serrasoid Modulator," produced by Radio Engineering Laboratories [CLOSED CIRCUIT, Sept. 27], and a new console radio which receives both facsimile and conventional radio programs, developed by Stewart-Warner Radio Division.

The REL product, which can be set up for about $2,900, makes it possible for small towns, community civic groups, churches, schools and clubs to utilize radio communication in ways hitherto denied. While it provides exceptionally high fidelity transmission on low power, its local area can be well defined, according to REL. Scores of local stations could use the same wave length.

With maintenance and supervision costs drastically cut, the device reinforces FM's potentiality of providing literally thousands of radio stations, compared to the limited number of overlapping and prohibitively expensive AM stations now in existence, the manufacturer claims.

After inspecting the device, Dr. Edwin H. Armstrong, inventor of FM, remarked that "by its simplicity and reliability, this development has opened up all sorts of broadcasting possibilities."

"One can visualize the operation of unsupervised transmitters of a few watts power, controlled from pulpits, school assembly halls, and similar places, the transmitter requiring no more attention than the common, everyday public address system," he said.

Facsimile copy produced on the Stewart-Warner combination Fax-Radio model was transmitted from WEAW Evanston, Ill., about 12 miles from downtown Chicago. Photographs, charts, varied art work, and type sent via radio impulse were produced on a continuous sheet of paper eight inches wide. Reception was at the rate of 24 square inches a minute.

Samuel Insull Jr., vice president of S-W, said the console, costing about $400, could be turned out in volume when there are enough facsimile stations to create demand.

FORMAL DEDICATION IS HELD BY WNAC-TV

WNAC-TV Boston held its formal opening yesterday (Oct. 3), according to an announcement by Linus Travers, general manager. The station, owned by the Yankee Network, is on Channel 7.

An informal program service has been maintained by WNAC-TV since June 19, Mr. Travers said. Now the station offers programs from CBS, ABC and DuMont.

This three network program service is supplemented by local sports coverage. In addition to the home games of the Boston Braves and Red Sox, WNAC-TV also presents home games of the Boston Yanks, professional football team; high school and college football; boxing and wrestling.

All the Boston papers, *Globe*, *Post*, *Herald* and *Advertiser*, carried special TV sections yesterday, featuring stories and pictures on WNAC-TV executives and programs.

CBS Shortwave Plans

CBS Sept. 30 announced termination of its shortwave programming to foreign countries. However, the network said it will continue to operate shortwave transmitters under State Dept. contract. CBS began beaming shortwave programs abroad last July 1 under terms of a cooperative agreement with the State Dept.'s International Broadcasting Division as a three-months interim operation while the "Voice of America" program structure was being reorganized.

Probe Committee Future Plans Being Considered

FUTURE action of the House Select Committee Investigating the FCC was scheduled for discussion last Friday by Rep. Forest A. Harness (R-Ind.), chairman of the Committee, and members of the Committee staffs, General Counsel Frank T. Bow announced.

Rep. Harness returned to Washington last Thursday and scheduled his staff conference, which it was believed might deal with the 14-month-old FCC grant of a government-controlled station—WIPR—in Puerto Rico [BROADCASTING, Sept. 27]. Private broadcasters on the island have complained that the government operation is jeopardizing their commercial operations.

Davis Gets FC&B Post

RICHARD L. DAVIS, former producer of the Bob Hope show, succeeds James Fonda as radio production manager at Foote, Cone & Belding, Chicago, Fairfax M. Cone, chairman of the agency's executive committee, told BROADCASTING Thursday. Mr. Fonda resigned [BROADCASTING, Sept. 27] to join the CBS program staff as chief of Amos 'n' Andy properties. Mr. Davis has been associated with FC&B four years, three in Hollywood and one in Chicago, and worked most recently as an executive on Toni Permanent Wave and Shampoo.

Accurate
STOP WATCHES AND CHRONOGRAPHS

For unfailing accuracy in timing you can rely on Clebar precision timers. They have proved their dependability in many leading broadcasting studios.

CLEBAR TIMERS MEET ALL THE REQUIREMENTS OF THE NATIONAL BUREAU OF STANDARDS STOP WATCH PRECISION TEST

1/5 Second Timer
30-minute register
Start, stop, start again from crown; push button returns to zero. 7-jewel non-magnetic movement. Nickel chrome case.
No. 654 ..... $18.50

Clebar "DATORA"
The all-purpose chronograph for indoor and outdoor broadcasts. A fine time-out stop watch that clearly indicates . . . 1/5 seconds, seconds, minutes, hours, month, day and date. Stainless steel, 17 jewels, anti-magnetic.
$110.00 (Fed. Tax Incl.)

CLEBAR TIMERS ARE ELECTRONICALLY SET, RIGIDLY TESTED AND GUARANTEED FOR A FULL YEAR.

For other Clebar Timers, write for illustrated Catalog B

CLEBAR WATCH CO., Inc.
551 FIFTH AVENUE, NEW YORK 17, N. Y.

MUSIC . . .
SPORTS . . .
24 NEWS . . .
hours a day
WINZ
FLORIDA'S
BIG
INDEPENDENT
940 KC
clear channel
FULL TIME
Business Address:
WINZ BUILDING
304 LINCOLN ROAD
MIAMI BEACH
Studios:
MIAMI, MIAMI BEACH
and HOLLYWOOD
Main Studio:
HOLLYWOOD BEACH
HOTEL
Jonas Weiland, *President*

"VIC" DIEHM SAYS:

$103
MILLION

Here's a tall figure — it's the yearly income of Pennsylvania's important Anthracite region. *Right here in WAZL's Coverage Area.*

Yes, your WAZL spent advertising dollar results in direct sales gains for you.

For further information write to
Vic Diehm c/o WAZL
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

WAZL
Established 1932 - Hazleton, Pa.
THE VOICE OF
PENNSYLVANIA'S HIGHEST CITY
AFFILIATED WITH NBC - MBS

FM Appraisal

(Continued from page 23)

that he thought the separate listing of FM stations in the back of a certain service magazine was detrimental to FM's being thought of along with AM in making up schedules.

Respondents expanded considerably in answer to the question: "If you have not used and do not expect to use separate FM time, please give specific reasons for not doing so." Here are sample comments: "Too limited in coverage—not enough sets in use."

"Not sufficient evidence that they can deliver an audience at a cost in line with AM."

"Because in the great majority of cases AM programming is carried on FM. Actually the FM audience has not separated itself from AM and won't until FM programming is a separate entity."

"AM programming at present is too competitive for independent FM operations, except for except for extremely specialized interests."

"FM coverage through AM duplication is presented at no added cost—in other words, there is very little to make FM service unique."

"Specifically, we do not yet consider FM a necessary medium. None of our clients has yet used AM to its full potential. Until then, except in static areas, we doubt the use of FM."

Forty-one out of 48 answers were "no" to the question: "Whether or not you have ever bought any FM time, is FM research and promotion furnishing you with sufficient information to justify purchase of FM time when as occasion arises?" Only five said "yes."

Cite Weak Points

Asked in what respect, if any, FM sales stories are weakest, a large part of the agencies reiterated they didn't get any FM sales stories to speak of, or that they were weak in all respects.

Thirty agencies said they knew of no FM stations doing an outstanding research and promotion job. Six mentioned a total of seven stations. Twenty-six had no comments on their relations with FM stations, while four said "favorable" and 13 "unfavorable." Quite a number replied that nobody had called on them. Asked specifically what information they needed, 21 said they wanted more data on audiences, five needed "everything," and four implied they would be glad to get "anything." One respondent wanted to know FM's advantages, how large an audience it reached, how its rates compare with AM, do both AM and FM reach the same type of audience and will more FM sets be sold in the future?

To the question: "What can FM stations do to provide agencies with acceptable audience yardsticks in the interim before BMB figures are available?", these answers came back:

"Complete data on set ownership and usage."

"Telephone coincidental or mail survey conducted by reliable research organization."

"Some outside proof of listenership."

"Listener checks on features carried exclusively, such as sports events."

"Spot checks of listening—simple possession of a set is not proof of listening."

"Fair set ownership figures from dealers."

" House-to-house surveys."

The timebuyers were asked if they felt they might be in a position to recommend separate purchase of FM time—despite relatively small audiences—if stations were able to provide economic and age breakdowns, dwelling characteristics, and some data on the listening habits of their audiences. Eighteen answered "yes" and 12 "no." Most of the rest said "yes" with such qualifications as: "On the same standards by which you recommend AM time;" "Only if it would not be desirable budgetwise to use more AM stations instead". One said "yes" if we could depend on the data".

Need for Data

"This points up the agencies' need for validated data," Mr. Godfrey observed. "Timebuyers are somewhat misnamed in that the title fails to cover the selling job that they have to do. They have to have acceptable, preferably validated, data to justify their recommendations to media directors, account executives and, ultimately, to the clients who pay the bills."

He noted that one of the AAAA's most active pursuits is to foster validated fact-finding, deploring the fact that only about 100 FM stations have so far subscribed to BMB.

Asked whether FM was associated with "long-hair" music, 29 respondents said "no" and 18 "yes." One said "originally, yes, currently, no." Another—"not entirely, though the idea lingers."

To the question whether agencies have given consideration to the fact that FM stations still have choice time spots for sale, 17 answered "yes," but the remainder fired a barrage of comments such as: "There may be choice spots but who do they reach, and how many?"; "If they're expensive per thousand, they are not choice"; "They still get stiff AM competition, don't they?"

The survey showed that the majority of respondents do not consider FM as an adequate means of testing specific programs at low cost or of initiating small budget clients in the ways of radio advertising.

To the question whether agencies thought FM rates were realistic in the light of audiences claimed or delivered, most of the respondents indicated they had no real way of telling.

Thirty-six out of 41 replies to the question whether duplication simply divided the AM audience were in the affirmative. Only one referred to duplications as a "bonus."

Of the eight agencies who replied early in the questionnaire

STORECASTS
100 Stores in Chicago Set For FM Pickups

STORECAST CORP. is installing FM receivers in 100 National Food Stores in the Chicago area and will start broadcasts through WEHS Chicago, FM affiliate of WHFC, next week.

This announcement was made to the FMA convention in Chicago Tuesday by Stanley Joseloff, president of Storecast, who revealed the company plans to convert all its present operations to FM "within the near future."

"We have concluded arrangements with an FM station in Connecticut and will shortly have one in Philadelphia," he reported. "The New York area will probably be the next new development.

BINDERS
FOR YOUR ISSUES OF
BROADCASTING

A full six months issues of BROADCASTING instantly available, snugly bound, ready at your fingertips for reference and research.

Binders are 9½ inches wide; 13 inches high. Bound in sturdy, blue leathercloth, stamped in silver with BROADCASTING-Telecasting signature. Kivar lining, canvas joins, constructed to last for years.

● Order your binders today $5 each

NATIONAL PRESS BLDG. • WASHINGTON 4, D. C.

that they had been buying FM time, four reported their total FM volume at $26,000. These four agencies billed more than $2,000,000 of network radio, and $1,150,000 worth of spot radio during the period they bought FM, it was revealed. Their FM campaigns ran from six months to a year, and one reported using an FM station ever since it went on the air. Only three of the eight agencies developed special material for their FM programs. Five said their main reason for recommending FM was to reach the special audience developed by FM stations. Four said they bought FM time for supplemental coverage along with AM schedules. Only two referred to a favorable cost factor.

FM's Future

The agencies were invited "with a little prompting" to venture some guesses about FM's future. Nine said it would lie in small community service stations with strong local appeal, comparable to weekly newspapers. Seven thought it would prosper with super-power and mountaintop stations covering large areas with a superior signal. Nineteen said FM's future is in paralleling the AM type of service in static-ridden territories. Eleven advocated programming to special audiences, making FM a more selective medium than AM. Twelve believed FM has a future in storecasts and transit radio.

The agencies deplored the practice of FM salesmen cutting prices just to get business; advertisers buying FM because it is cheap, then getting "soured" on all radio when it doesn't deliver; FM salesmen pursuing the "short-sighted" policy of bearing down on "fine music" themes and ridiculing the AM fare of singing spots, soap operas and punch commercials.

Timebuyers Opinion

Mr. Godfrey concluded with the words of a timebuyer representing one of the foremost agencies in the country:

"I believe FM has been hamstrung. It has a great future but must be organized to rid itself of current shackles. FM must prepare to sell itself to the advertiser by giving agencies the material they need to popularize it."

The speaker made it clear that agency men have no "constitutional resistance" toward FM, and welcome any new medium. C. M. Jansky Jr., well-known FM engineering consultant, admitted for FMA that the broadcasters are to blame for not getting their story across to the agencies.

JAMES L. HOWE (center), manager of WCTC New Brunswick, N. J., and president of New Jersey Broadcasters' Assn., accepts a plaque presented to the association by George E. Stringfellow (l), president of New Jersey division of American Cancer Society, for outstanding service to the society. Roland Trenchard, WAAT Newark, chairman of radio activities for the Cancer Society and secretary-treasurer of NJBA, witnesses presentation.

More Land for New Site Of WHLI, WHNY Bought

ELIAS I. GODOFSKY, president of WHLI and WHNY (FM) Hempstead, N. Y., has announced the purchase of additional real estate to complete the site for a projected blockfront establishment in Hempstead, to house the stations' studios, offices, and an auditorium.

WHLI and WHNY are operating from temporary offices and studios at 245 Baldwin Road, Hempstead. The new site occupies a block on Clinton St. from Merian to Midwood Sts. Construction plans are to be announced later.

Additional FMA Registrations
[BROADCASTING, Sept. 27]

Arnold, George, Jr., Lee Broadcasting Inc., Quincy, Ill.; Baldwin, Frank W., WJPR-FM Greenvile, Miss.; Barnes, F. P., General Electric Co., Syracuse, N. Y.; Boice, Hugh K., Jr., WEMP-FM Milwaukee; Brown, Harold P., "Editor & Publisher", Chicago; Brown, J. E., Zenith Radio Corp., Chicago; Buisch, Louis G., WWHG Hornell, N. Y.; Burrell, Max W., Collins Radio Co., Cedar Rapids, Iowa; Butler, Harry, Sunflower Broadcasting System Kansas City, Kan.; Clifford, Marie E., WHFC Cicero, Ill.; Cook, Charles R., WJPF-FM Herrin, Ill.; Cunningham, John A., Andrew Corp., Chicago; David, J. R., Leffin Broadcasting Co., WTFM Cleveland; Davis, Bill, "Printers' Ink," Chicago; Devaney, Frank M., WMIN St. Paul-Minneapolis; Dillard, Everett L., WASH Washington; Draughon, Jack, WSIX-FM Nashville.

Engel, Harold A., WHA-FM U. of Wisconsin, Madison; Fahline, John, Jr., WPIC-FM Sharon, Pa.; Fessler, Earl W., WFOW Madison, Wis.; Flaherty, Gene, KSCJ-FM Sioux City, Iowa; Frazer, George E., Jr., National Transitads, Chicago; Gimbel, Benedict, Jr., WIP-FM Philadelphia; Grace, Marie, WGNB Chicago; Gross, L. S., Radio Broadcasting Co., Philadelphia; Guzewicz, Stainless Inc., New York; Harris, Charles L., WGRC WBOX-FM Louisville; Hatcher, Ralph S., Lang-Worth Feature Productions, New York; Hayes, Arthur Hull, CBS, WCBS-FM New York.

Heck, A. C., WPIC-FM Sharon, Pa.; Hollister, R. H., Collins Radio Co., Cedar Rapids; Hutchinson, W. E., WAAF Chicago; Jacobsen, W. S., KROS Clinton, Iowa; Jansky, C. M., Jr., Jansky & Bailey, Washington; Johnson, Marion "Tide," Chicago; Just Charles E., WNDR Syracuse, N. Y.; Lackey, F. Ernest, WHOP Hopkinsville, Ky.; Lane, V. Wilton, WBBM-FM Burlington, N. C.; Leich, Martin, WMLL Evansville, Ind.; Ludy, Ben, WIBW Topeka, Kan.; Mahoney, James A., MBS Chicago; Marks, Leonard H., Cohn & Marks, Washington; Marquardt, K. G., WIBW Topeka; Marsh, Ken, KWNO Winona, Minn.; Massing, Wm. P., FCC, Washington; McCullough, Marc A., WPIC Sharon Pa.; McGoldrick, WQAN Scranton, Pa.; O'Fallon, Gene, KFEL Denver.

Phillips, Charles E., WTAX - FM Springfield, Ill.; Powell, Maj. Garland, WRUF U. of Florida, Gainesville, Fla.; Riley, John P., Jr., RCA Victor Division, Camden, N. J.; Robinson, Ralph, WACE Springfield, Mass.; Rogers, Thomas A., WCLT Newark, Ohio; Runyon, C. R., Jr., Radio Engineering Labs., Long Island City, N. Y.; Sammons, Elizabeth, KSCJ Sioux City, Iowa; Sexton, Morgan, KROS Clinton, Iowa; Smythe, Dallas, U. of Illinois, Urbana, Ill.; Stewart, Raymond, WPIC Sharon, Pa.; Stiehl, John H., WHA-FM Madison, Wis.; Sullivan, B. J., Electronic Sound Engineering Co., Chicago; Vance, Addington, WFMU Crawfordsville, Ind.; Van Sweringen, J T., WPIC-FM Sharon, Pa.; Weil, F. Granger, WTTH-FM Port Huron Mich.

Petty Resumes Practice With Harry J. McClean

DON PETTY, NAB general counsel, has resumed private practice of law with Harry J. McClean, Los Angeles attorney. The firm, McClean & Petty, has offices at 419 Bond Bldg., Washington, and 507 Bank of America Bldg., Los Angeles. Mr. Petty will continue as NAB general counsel, subject to board approval, but will take no other radio clients while serving the association, it is understood.

Before the war Mr. Petty was a member of the law firm of Scarborough & Petty, Los Angeles, taking leave of absence to enter the Navy. He joined NAB in early 1946.

Mr. McClean is a well-known West Coast attorney and recently was elected president of the California Bar Assn.

Down in Carolina ☆ ☆ ☆ ☆

"Nothing Could Be Finer"

WNAO RALEIGH North Carolina

The News and Observer Station

5000 WATTS • ABC • 850 KC.

Ask AVERY KNODEL, INC.

IN THE Unique SPOKANE MARKET

Where Housewives think nothing of driving 60 to 70 Miles to Spokane to supply her daily needs (including meats and groceries)

KGA's 50,000 WATTS of Protected Persuasive Power Extends and Increases the Market

Ask Any Petrie Man!

50,000 WATTS CLEAR CHANNEL

KGA ABC AFFILIATE

Owned and Operated by Louis Wasmer

Radio Central Bldg.
Spokane 8, Wash.

MULTIPLE RULE

UNANIMOUS dissatisfaction with FCC's proposed new limitations on multiple ownership of stations —and for the most part outright opposition to them—was expressed in briefs filed with the Commission last week [BROADCASTING, Aug. 23].

NBC reiterated its plea for case-to-case determination, without fixed limitations, while CBS welcomed FCC's efforts to bring greater certainty into the field of station ownership but felt the proposed seven-station limit in AM should be raised to eight and that, in FM, at least, the number of allowable stations should be no less than in AM.

Representing three stations and a television applicant, the Washington law firm of Haley, McKenna & Wilkinson insisted that case-to-case determinations should be the rule, and that if any rigid regulation is possible it should be recommended to Congress for enactment as a law.

Paramount Television Productions and associated companies contended that FCC lacks authority to issue a rule-of-thumb on multiple ownership and said that, in any event, television has not reached the point where any arbitrary limit is "either necessary or desirable."

It was pointed out that Paramount and its corporate associates operate WBKB (TV) Chicago and KTLA (TV) Los Angeles and have applications for Detroit, Boston, San Francisco, and Tampa (aside from applications of Allen B. DuMont Labs. in which Paramount has 29% interest). Any rule that is adopted, the brief asserted, should not bar a grant of these applications.

WIND Chicago insisted upon adherence to FCC's proposal that "situations" in conflict with the projected rules should be permitted to continue until Jan. 1, 1953, date proposed by FCC, to permit orderly dispositions toward compliance. The brief called attention to what it considered the injustice of the situation whereby the television application of WIND, of which H. Leslie Atlass is 19.2% owner, and that of CBS, of which Mr. Atlass is vice president in charge of WBBM Chicago, were passed up by FCC until a third was filed, necessitating a hearing.

Arthur W. Scharfeld, Washington radio attorney, filed a brief arguing that "the process of case-to-case decision, though more tedious, rather than the simpler method of regulation by restriction, would better serve to prevent such abuses as the Commission may have in mind."

Fort Industry Co. recommended "as an alternative to the proposed amendments, which are restrictive, a policy which will permit the ownership, by any person otherwise qualified, of an identical number of standard, FM and television stations."

In a letter, E. B. Craney of the Pacific Northwest "XL" stations, told FCC that there is more to "monopoly" than mere ownership of stations. "If you plan a limitation in 'number' of stations," he said, "then perhaps the best way is to license but a single station to an applicant and make that applicant be a resident of the place where the license is granted. Should you decide against the 'number' limitation, then I direct your attention to the plan devised by the Senate Interstate Commerce Committee [in the White Bill hearings] where a limitation was placed on the percentage of population of the U.S. living within the coverage area of any one licensee."

Under FCC's proposal, the limitations would be as follows:

If the Number of Stations Controlled Is	Then the Maximum Number of Stations with Interest Less Than Control May Be
7	0
6	1 or 2
5	3 or 4
4	5 or 6
3	7 or 8
2	9 or 10
1	11 or 12
0	13 or 14
For FM The Table is as Follows	
6	0
5	1 or 2
4	3 or 4
3	5 or 6
2	7 or 8
1	9 or 10
0	11 or 12
For TV The Table is as Follows	
5	0
4	1 or 2
3	3 or 4
2	5 or 6
1	7 or 8
0	9 or 10

Under the CBS proposal minority interests in up to 15 or 16 AM stations would be permitted (instead of 13 or 14 proposed by FCC), and up to the same number for FM and TV stations, dependent upon the number of stations in each class which the same stockholder controls.

Networks, Stations Oppose FCC Plan

Tuller, Engstrom Resign From WBKB Chicago Jobs

EXODUS trend at WBKB Chicago, Balaban and Katz video station, was seen again last week with resignations of Morton K. Tuller of the production staff and Richard Engstrom of the studio crew in the wake of Capt. William Eddy's departure [BROADCASTING, Sept. 6].

Mr. Tuller, after three years at the TV station, leaves for the West Coast in mid-October. Although it was not confirmed by him, it is generally understood that he will join the NBC Los Angeles television outlet, KNBH (scheduled for a late December debut) as technical producer-director. Mr. Engstrom has shifted to NBC Chicago as technical director.

WBKB's popular across-the-board show, *Woman's World* was dropped Friday from the regular schedule "to coordinate station programming," and will be resumed later at a different time. It has been heard 10:30-11 a.m. (CST).

Argument Schedule

SCHEDULE of oral argument was reported last week by FCC for its Oct. 6-14 *en banc* proceeding in the matter of allocations to mobile, safety, industrial and other radio services. Broadcast remote pickup services are proposed to be switched from 152-162 mc to 26 mc and 450-460 mc bands [BROADCASTING, July 19]. Commission report indicated 109 different parties will participate in the oral argument beginning Oct. 6.

FCC AGAIN MODIFIES APPLICATION BLANKS

CHANGES, "editorial in nature," were made by FCC last week in its various application forms for new station facilities, changes of facilities of existing stations, renewal of license and auxiliary broadcast services. Modification of the forms is effective immediately.

Among the several revisions are the added requirements that new applicants show the date of preparation of each exhibit, photograph, antenna pattern and map and that sufficient number of aerial photos be supplied ["taken in clear weather at appropriate altitudes and angles to permit identification of all structures in vicinity" of antenna.] The pictures must be marked to show compass directions, exact boundary lines of proposed site and locations of the proposed 250 and 500 millivolt per meter contours for both day and night operation. The FCC said photos taken in eight directions from an elevated position on the ground will be acceptable in lieu of the aerial pictures if all the necessary data can be shown.

In the form for license renewal a paragraph has been added for the listing of directional antenna operating values for AM stations. Data for each tower of a directional array must be supplied for both day and night operation relating to phase reading in degrees, antenna base current and remote indication of antenna current. Equipment used for measurements must also be described.

Fire Prevention Jingles Are Offered by WNEW

WNEW New York has recorded a series of musical public service jingles for Fire Prevention Week, Oct. 3-9, which the station is offering free of charge to all interested parties, according to National Board of Fire Underwriters.

Stations, fire chiefs, safety councils, and other organizations may obtain the series by writing to J. Wendell Sether, National Board of Fire Underwriters, 85 John St., New York 7, N. Y.

The Swing is to WHB in Kansas City
10,000 WATTS IN KANSAS CITY
WHB AM FM
JOHN T. SCHILLING
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

When It's BMI It's Yours

Another BMI "Pin UP" Hit—Published by Jay-Dee

RENDEZVOUS WITH A ROSE

On Records: Fred Gray—Apollo 1131; Bob Stewart—Me-Ro 7469; Pepper Nealy—Bullet 1056; Dick Wong—D & D 45-1903; Bob Eberly—Dec. 24491; Buddy Clark—Col. 38314; Don Rodney—MGM 10272; Pied Pipers—Cap. 15216; Bobby Worth & The Sophisticats—Castle 1258; Snooky Lanson—Merc. 5188; Westonians—Sig. 1042; Walter Scheff—Spiro 3002.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD
BMI

ORDER NOW! AND YOUR CHRISTMAS GIVING IS SOLVED!

"YOUR ACT AT CHRISTMAS GETS ENCORES ALL YEAR"

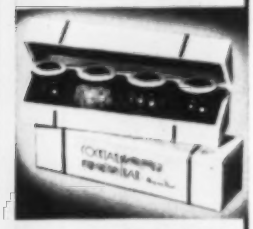
Harry and David
BEAR CREEK ORCHARDS

GIFT NO. 6

Handwoven basket-tray, heaped with Royal Riviera Pears, other fine fruits, unusual nuts and candies. Here's a gem of rare surprises with a most luxurious air. A feast of fun...a stunning centerpiece for the Holiday table. Shipping weight about 15 lbs.

(Delv'd) **$9.65**

HERE ARE OTHER DIFFERENT GIFTS NOT FOR SALE IN ANY STORE



COCKTAIL BAR.

All the fixin's for their favorite mixin's. 8-oz. jars with maraschino cherries with stems, orange slices in heavy syrup, tiny pearl onions and stuffed olives. All in a bright wooden chest with pink elephants and musical bars.

GIFT NO. 39 *(Delv'd)* **$4.65**

SHADES OF GRAN'MA!

Here's a fruit cake like she never dreamed of. But it's really not a fruit cake... it's much finer...it's a fruit-nut confection. We'll stake our reputation on it.

GIFT NO. 33 *(1½ lbs.)* *(Delv'd)* **$3.15**

GIFT NO. 35 *(2 lbs.)* *(Delv'd)* **$3.95**

TOWER OF TREATS.*

What's more fun than opening a whole flock of presents? Here's a gift that's really five presents in one. Riviera Pears, jumbo apples, cake confection, figs and the finest candy. First gift seen under any Christmas tree. **GIFT NO. 31** *(14" high)* *(Delv'd)* **$6.65**

*T. M. REG. U. S. PAT. OFF.

SEND Fruit-of-the-Month Club* MEMBERSHIPS

These gifts create excitement and praise for you the whole year through...and it's all so easy. You only order one present, but we deliver a *series* of generous and impressive gift boxes brimming with the most luscious fruits from America's finest orchards, direct by refrigerated express to the lucky friends you've elected to receive them.

Christmas morning is the occasion for the "grand opening" of your gift. Then month after month as each box arrives with your name and greeting, it creates excitement and more praise for you. An engraved Certificate, inscribed with your name, and mailed to each recipient in advance, announces all the good things to come.

Hold the friendships, affection and good will of those who mean so much in your personal and *business relations*. Save Money. Make your Christmas budget work for you for many months instead of only one annual occasion.

STOP sending commonplace gifts that are available everywhere!

LOOK at all these good things you'll get credit for!

LISTEN to the words of an important executive who wrote—"*...I don't know of anything that has given more pleasure to a large number of people than this monthly gift, and have had hundreds of letters advising of our friends' pleasure in receiving our gift of the Fruit-of-the-Month Club.*"

WALTER M. CHARMAN,
President, Ferro Engineering Co., Cleveland 15, Ohio.

GIFT NO. 15 (8-Box Club) $26.65

The Favorite! All the fruits and delicacies shown in months named at right. Make your club gift extra sensational by starting it at Christmas with basket illustrated instead of a box of pears...order Gift No. 156 $33.15

GIFT NO. 20 (12-Box Club) $39.95

The Star Performer! All treats illustrated plus America's finest candy in March, rare Fruit Cake Confection in May, luscious canned fruits in June, an encore of world-famous Royal Riviera Pears in November. Starting with basket illustrated instead of pears...order Gift No. 206 $46.45

GIFT NO. 11 (3-Box Club) $9.85

Mid-Winter Trio! Comprising Christmas, January and February selections. Starting with basket illustrated instead of pears. .order Gift No. 116 $16.35

*T. M. REG. U. S. PAT. OFF.

HERE'S HOW TO ORDER:

Just send list of names and addresses...designate item for each by gift number. Please enclose check in full. We provide greeting enclosures with your name at no extra cost. Christmas delivery unless otherwise directed. Prices include delivery charges within Express delivery zones. Satisfaction guaranteed. (Sorry—no shipments outside U.S.A. proper... no C.O.D.) Order early and get the gifts you want. Write for our beautiful colored booklets.

Harry and David
at Bear Creek Orchards, Box 130, Medford, Oregon

IN DECEMBER

ROYAL RIVIERA PEARS.

A sure-fire gift so rare hardly one in a thousand has ever tasted them...so delicious everyone acclaims them America's finest fruit.

IN JANUARY

ROYAL GRAPEFRUIT.

Large, plump, firm-meated, they're left on the trees 'til they bust their buttons with sweet juice. Just when your friends are wishing they were in the sunny South you'll bring them a taste of it.

IN FEBRUARY

GOLDEN BEAR APPLES.

From a high mountain valley up near the Canadian border. You'll keep them chortling with these crisp, juicy apples that crackle when you bite into them.

IN APRIL

WILD 'N RARE PRESERVES.

Almost as scarce as the last Mohican. You'll compliment them with a connoisseur's collection of five fruits including Wild Blackberry and Wild Plum picked by tame Indians along the Old Oregon Trail.

IN JULY

ROYAL PLUMS OR QUETTA NECTARINES.

Whichever crop we deem the finest. Both are marvelous fruits and just "tops" when picked as full of flavor as Old Mother Nature can make them.

IN AUGUST

SUMMER DELIGHT PEARS.

You'll give a welcome lift to summer-jaded appetities. Cool, juicy, delicious for real refreshment to summer menus and another score for you as a thoughtful giver.

IN SEPTEMBER

OREGOLD PEACHES.

You'll surely rate orchids when this box arrives. Harry and I grow 'em specially for Fruit-of-the-Month Clubbers. They're so juicy you should wear a bib to eat them.

IN OCTOBER

ALPHONSE LAVALLE GRAPES.

A fitting finale to your regal parade of gifts. Big, hothouse type grapes...a picture for the sideboard...amazing to your friends.

FCC Hearing Calendar

(Continued from page 24)

C

Cadillac Bcstg. Co., Hamtramck, Mich., (8718), 1540 kc, Jan. 31, D. C.
Cameron, Geo. E., Jr., Tulsa, Okla., (9067), 1340 kc, Nov. 22, Field.
Chanute Bcstg. Co., Chanute, Kan., (8909), 1460 kc, Mar. 14, D. C.
Christian County Bcstg. Co., Taylorville, Ill., (8699), 1410 kc, May 16, D. C.
Coconino Bcstg. Co., Flagstaff, Ariz., (8276), 600 kc, Mar. 10, D. C.
Collins, Carr P., Jr., Corpus Christi, Tex., (9088), 1010 kc, Mar. 7, D. C.
Community Bcstg. Service, Aliquippa, Pa., (8689), 990 kc, Mar. 30, D. C.
Continental Bcstg. Co., Toledo, Ohio, (8684), 1470 kc, Jan. 24, D. C.
Conway Bcstg. Co., Conway, Ark., (8999), 1230 kc, Nov. 15, Field.
Coosa Valley Radio Co. (WROM), Rome, Ga., (8593), 1400 kc, Jan. 17, Field.
Cornbelt Bcstg. Co. (WHOW), Clinton, Ill., (8261), 1520 kc, Jan. 24, D. C.
Cortland Bcstg. Co. Inc. (WKRT), Cortland, N. Y., (8778), 920 kc, Mar. 3, D. C.
Cosmopolitan Bcstg. Co., Los Angeles, Calif., (8641), 960 kc, Apr. 11, D. C.
Crescent Broadcast Corp., Shenandoah, Penna., (6883), 980 kc, Jan. 5, D. C.
Crosley Bcstg. Corp., New York, (9054), FM, Dec. 13, Field.
Crowley, Dale E., Washington, D. C., (9127), 1540 kc, Feb. 7, D. C.
Craddock, D. L. (WLOE), Leaksville, N. C., (8427), 1490 kc, Jan. 5, D. C.
Cushing Bcstg. Co., Cushing, Okla., (9102), 1600 kc, June 6, D. C.

D

Debs Memorial Radio Fund, Inc., New York, (9056), FM, Dec. 13, Field.
Delta Bcstg. Co. (WDBC), Escanaba, Mich., (8883), 680 kc, Feb. 14, D. C.
Denver Bcstg. Co., Denver, Colo., (8012), 810 kc, Dec. 13, D. C.
Detroit Bcstg. Co. (WJBK), Detroit, Mich., (8691), 1500 kc, Apr. 15, D. C.
Diamond H. Ranch Bcstrs., Auburn, Calif., (8642), 1490 kc, Nov. 10, Field.
Door County Bcstg. Co. Inc., Sturgeon Bay, Wisc., (8884), 1340 kc, Nov. 1, Field.
Dunkirk Bcstg. Corp., Dunkirk, N. Y., (9104), 1410 kc, May 2, D. C.

E

East Texas Bcstg. Co. (KGKB), Tyler, Texas, (7950), 690 kc, Nov. 8, D. C.
Ebbets McKeever Exhibit Co. Inc., New York, N. Y., (9057), FM, Dec. 13, Field.
El Camino Bcstg. Co., San Fernando, Calif., (8932), 610 kc, May 2, D. C.
Ellis County Bcstg. Co., Waxahachie, Texas, (8257), 1390 kc, Feb. 14, D. C.
El Mundo Bcstg. Corp. (WEMB), San Juan, P. R., (8829), 1190 kc, Apr. 21, D. C.
Empire Bcstg. Co., Pomona, Calif., (8152), 680 kc, Mar. 28, D. C.
Enid Radiophone Co., Enid, Okla., (8712), 1390 kc, May 5, D. C.
Ensley-Fairfield Bcstg. Co., Ensley, Ala., (8527), 1450 kc, Jan. 21, Field.
Evangeline Bcstg. Co. (KVOL), Lafayette, La., (8417), 1480 kc, Mar. 14, D. C.

F

Fairfield County Bcstg. Co., Norwalk, Conn., (8717), 1490 kc, Dec. 10, Field.
Falls County Public Service, Marlin, Tex., (9086), 1010 kc, Mar. 7, D. C.
Faulkner County Bcstg. Co., Conway, Ark., (8998), 1230 kc, Nov. 15, Field.
Floral City Bcstg. Co., Monroe, Mich., (8579), 1430 kc, April 21, D. C.
Florida East Coast Bcstg. Co., Miami, Fla., (8643), 1230 kc, Feb. 24, D. C.
Frederick Bcstg. Co., Frederick, Md., (9107), 1330 kc, May 10, D. C.
Frequency Bcstg. System Inc., Monroe, La., (8586), 900 kc, Apr. 14, D. C.
Frequency Bcstg. System Inc., Shreveport, La., (8161), 1050 kc, Feb. 17, D. C.
Furns, James H., Monroe, Mich., (8844), 1540 kc, Jan. 31, D. C.

G

General Electric Co. (WGY), Schenectady, N. Y., (8162), BS, Dec. 13, D. C.
Gerity, James Jr. (WABJ), Adrian, Mich., (8692), 1490 kc, Apr. 25, D. C.
Gila Bcstg. Co., Winslow, Ariz., (8381), 1580 kc, Feb. 16, D. C.
Goddard, Fred G., Hoquiam, Wash., (7826), 1450 kc, Nov. 1, Field.
Greenwich Bcstg. Corp., Greenwich, Conn., (8716), 1490 kc, Dec. 9, Field.
Griner-Dillon Bcstg. Co., Bay City, Mich., (8610), 1350 kc, May 19, D. C.
Guilford Bcstg. Co., Greensboro, N. C., (8204), 1400 kc, Oct. 29, Field.

H

Haddican, George F., Delano, Calif., (8758), 1340 kc, Nov. 17, Field.
Hamtramck Radio Corp., Hamtramck, Mich., (9021), 1440 kc, Mar. 28, D. C.
Harbenito Bcstg. Co. (KGBS), Harlingen, Texas, (8836), 850 kc, May 16, D. C.
Harrisonburg Bcstg. Co., Harrisonburg, Va., (9108), 1340 kc, Jan. 12, Field.
The Heights Bcstg. Co., Cleveland, Ohio, (8266), 710 kc, Feb. 17, D. C.
The Highlands Bcstg. Co., Sefring, Fla., (9070), 1340 kc, Oct. 22, Field.
Hillsdale Bcstg. Co. Inc., Hillsdale, Mich., (7941), 900 kc, Feb. 7, D. C.
Hodgkins, Robert C., Northampton, Mass., (8857), 1570 kc, Feb. 28, D. C.
Holzer, Leland, Long Beach, Calif., (8851), 890 kc, Mar. 21, D. C.

I

Imes, Birney, Jr., Columbus, Miss., (8831), 580 kc, May 12, D. C.
Independent Bcstg. Service, Oak Park, Ill., (8687), 1350 kc, May 12, D. C.

J

James Madison Bcstg. Corp., Orange, Va., (9109), 1340 kc, Jan. 10, Field.
Jones, Fred Bcstg. Co. (KFMJ), Tulsa, Okla., (8065), 1340 kc, Nov. 22, Field.

K

KCMO Bcstg. Co. (KCMO), Kansas City, Mo., (8338), 810 kc, Dec. 13, D. C.
Kickapoo Prairie Bcstg. Co. Inc., Springfield, Mo., (8435), 1340 kc, Nov. 29, Field.
KIDO Inc. (KIDO), Boise, Ida., (8397), 630 kc, Jan. 27, D. C.
KOOS Inc. (KOOS), Coos Bay, Ore., (8049), 630 kc, Jan. 27, D. C.
KRGV Inc. (KRGV), Weslaco, Tex., (8360), 1290 kc, Mar. 7, D. C.
KWHN Bcstg. Co. Inc. (KWHN), Fort Smith, Ark., (8983), L, Nov. 18, Field.
KWHN Bcstg. Co. Inc. (KWHN), Fort Smith, Ark., (8984), FM, Nov. 18, Field.
KXRO Inc. (KXRO), Aberdeen, Wash., (8374), 1320 kc, Nov. 4, Field.

L

Lackawanna Valley Bcstg. Co. (WSCR), Scranton, Penna., (9133), 1320 kc, Apr. 4, D. C.
Lake Bcstg. Co. Inc., Gary, Ind., (7185), 1270 kc, Jan. 17, D. C.
Lakeland Bcstg. Corp., Wausau, Wisc., (8208), 1230 kc, Oct. 27, Field.
Lake Shore Bcstg. Co., Evanston, Ill., (7629), 1520 kc, Jan. 24, D. C.
Lake States Bcstg. Co., Milwaukee, Wisc., (8119), 1520 kc, Jan. 24, D. C.
Lakewood Bcstg. Co., Dallas, Texas, (8714), 1470 kc, May 9, D. C.
LaMar, Charles Wilbur Jr., Morgan City, La., (8302), 1450 kc, Dec. 13, Field.
Lapides, Abe, Pontiac, Mich., (7942), 730 kc, Jan. 10, D. C.
Lewis, Richard Field Jr. (WINC), Winchester, Va., (8842), 950 kc, Apr. 18, D. C.
The Liberty Street Gospel Church (WMPC), Lapeer, Mich., (8632), 1230 kc, Jan. 13, D. C.
Lowell Sun Pub. Co., Lowell, Mass., (9069), 1060 kc, May 9, D. C.

M

Madera Bcstg. Co., Madera, Calif., (9129), 1340 kc, Nov. 15, Field.
Manistee Radio Corp., Manistee, Mich., (8004), 1340 kc, Nov. 4, Field.
Mansfield Bcstg. Co., Mansfield, Pa., (9085), 1050 kc, May 26, D. C.
Marion Bcstg. Co., Marion, Ill., (8708), 1150 kc, May 19, D. C.
The Master Bcstg. Corp., Rio Piedras, P. R., (8828), 1140 kc, Apr. 7, D. C.
McClatchy Bcstg. Co. (KERN), Bakersfield, Calif., (8349), 1410 kc, Oct. 18, D. C.
McClatchy Bcstg. Co., Sacramento, Calif., (9016), FM, Oct. 19, D. C.
McLean County Bcstg. Co., Normal, Ill., (8198), 1080 kc, Feb. 28, D. C.
Metropolitan Bcstg. Co., Alamo Heights, Texas, (8928), 1240 kc, Jan. 10, Field.
Metropolitan Bcstg. Co. of Milwaukee, White Fish Bay, Wisc., (8202), 920 kc, Apr. 28, D. C.
Mid-Island Radio, Inc., Patchogue, N. Y., (8674), 1580 kc, Apr. 18, D. C.
Mid-Utah Bcstg. Co. (KNEU), Provo, Utah, (9074), 1240 kc, Mar. 23, D. C.
The Midwestern Bcstg. Co., Toledo, Ohio, (8685), 1470 kc, Jan. 24, D. C.
Model City Bcstg. Co., Anniston, Ala. (8388), 1390 kc, Feb. 2, D. C.
The Monocacy Bcstg. Co. (WFMD), Frederick, Md., (8627), 930 kc, Jan. 17, D. C.
Monroe Bcstg. Co. Inc. (WRNY), Rochester, N. Y., (7909), 680 kc, Feb. 14, D. C.
Monroe Pub. Co., Monroe, Mich., (8591), 920 kc, Apr. 19, D. C.
Mosby's Inc. (KANA), Anaconda, Mont., (8910), 930 kc, Apr. 13, D. C.

N

News Pub. Co. (WLAQ), Rome, Ga., (8594), 1400 kc, Jan. 17, Field.
Noe, James A. (KNOE), Monroe, La., (7655), 1390 kc, Feb. 2, D. C.
Northampton Bcstg. Co., Northampton, Mass., (8856), 1570 kc, Feb. 28, D. C.
The Northern Corp., Boston, (8732), FM, Nov. 29, Field.
The Northern Corp. (WMEX), Boston, (8911), R, Dec. 3, Field.
The Northern Corp. (WMEX), Boston, (8912), TC, Dec. 3, Field.
North Jersey Bcstg. Co. Inc. (WPAT), Paterson, N. J., (8285), 930 kc, Jan. 17, D. C.
Northwestern Indiana Radio Co., Valparaiso, Ind., (8218), 1080 kc, Feb. 28, D. C.
Northwest Public Services, Kelso, Wash., (8686), 1240 kc, Nov. 8, Field.

O

Odessky, William & Lee, Los Angeles, (8850), 900 kc, Mar. 21, D. C.
Ohio-Michigan Bcstg. Corp., Toledo, (7346), 730 kc, Jan. 10, D. C.
Ohlendorf, H. H., Osceola, Ark., (8551), 860 kc, Apr. 4, D. C.
Oliver Bcstg. Corp. (WPOR), Portland, Me., (9068), 1060 kc, May 9, D. C.
The Orange Belt Station, Redlands, Calif., (8787), 910 kc, Mar. 21, D. C.
Orange County Bcstg. Co., Santa Ana, Calif., (8454), 850 kc, Jan. 10, D. C.
Ottawa Bcstg. Co., Ottawa, Kan., (9081), 1220 kc, June 1, D. C.

P

Panama City Bcstg. Co. (WDLP), Panama City, Fla., (8904), 590 kc, Jan. 13, D. C.
Parish Bcstg. Corp., Minden, La., (8409), 1240 kc, Dec. 16, Field.
Pasadena Presbyterian Church (KPPC), Pasadena, Calif., (9135), 1240 kc, June 6, D. C.
Patterson, S. H. (KVAK), Atchison, Kan., (8553), APL, Nov. 1, D. C.
Patterson, S. H. (KJAY), Topeka, Kan., (8886), 1440 kc, May 23, D. C.
Payne County Bcstrs., Cushing, Okla., (9103), 1600 kc, June 6, D. C.
Pekin Bcstg. Co. Inc. (WSIV), Pekin, Ill., (8342), 1150 kc, Feb. 23, D. C.
Pellegrin & Smaby, Detroit, Mich., (8431), 1440 kc, Mar. 28, D. C.
Peninsula Bcstg. Corp., Pontiac, Mich., (9005), 1380 kc, May 25, D. C.
Penn-Allen Bcstg. Co., Allentown, Pa., (8876), FM, Oct. 27, D. C.
Perkins, Mark, San Antonio, Tex., (9079), 1240 kc, Jan. 12, Field.
The Ponca City Pub. Co., Ponca City, Okla., (8183), 1460 kc, Mar. 14, D. C.
Portorican American Bcstg. Co. Inc. (WPAB), Ponce, P. R., (8688), R, Nov. 17, D. C.
Powell, Hugh J. (KGGF), Coffeyville, Kan., (7951), 690 kc, Nov. 8, D. C.
Public Service Bcstg. Inc., Toledo, (8210), 730 kc, Jan. 10, D. C.
Puerto Rico Communications Authority, San Juan, P. R., (8920), FM, Oct. 25, D. C.
Puget Sound Bcstg. Co. Inc. (KVI), Tacoma, Wash., (8628), 570 kc, Jan. 20, D. C.
Pure Bred Bcstg. Co., Richmond, Ky., (8617), 1550 kc, Apr. 11, D. C.

R

Radio Anthracite Inc. (WHWL), Nanticoke, Pa., (8934), 980 kc, Jan. 5, D. C.
Radio Broadcasting Corp., LaSalle-Peru, Ill., (8197), 1080 kc, Feb. 28, D. C.
Radio Calumet Inc., Gary, Ind., (8452), 1270 kc, Jan. 17, D. C.
Radio Corp. of the Board of Missions and Church Extension of the Methodist Church Inc., New York (7665), FM, Dec. 13, Field.
Radio Delano, Delano, Calif., (8759), 1350 kc, Nov. 17, Field.
Radio Enterprises, Inc (KELD), El Dorado, Ark., (8114), 690 kc, Nov. 8, D. C.
Radio Lakewood, Inc., Lakewood, Ohio, (8460), 1380 kc, Apr. 7, D. C.
Radio New Orleans Inc., New Orleans, (8875), 1400 kc, Dec. 14, Field.
Radio Santa Cruz (KSCO), Santa Cruz, Calif., (8532), 1080 kc, Feb. 23, D. C.
Radio South, Inc., Jacksonville, Fla., (8105), 1400, Oct. 25, Field.
Radio Station KRMD Shreveport, La., (3919), 1480 kc, Mar. 14, D. C.
Radio St. Clair, Inc., Marine City, Mich., (9145), 1590 kc, June 1, D. C.
Radio Tennessee, Inc., Memphis, Tenn., (8550), 860 kc, Apr. 4, D. C.
Redlands Bcstg. Co., Redlands, Calif., (8499), 550 kc, Apr. 14, D. C.
Red Oak Radio Corp., Red Oak, Iowa, (9082), 1220 kc, June 1, D. C.
R. I. Bcstg. Co. (WRIB), Providence, R. I., (8298), 1220 kc, Jan. 20, D. C.
Rib Mountain Radio Inc., Wausau, Wis., (8882), 1230 kc, Oct. 27, Field.
Richland Bcstg. Corp., Richland Center, Wis., (9075), 1450 kc, Oct. 25, Field.
Riverside Bcstrs., Riverside, Calif., (9111), 860 kc, Jan. 10, D. C.
Roark, W. W., Coleman, Texas, (8140), 1230 kc, Jan. 14, Field.
Rock Creek Bcstg. Corp., Washington, D. C., (8027), 840 kc, Feb. 21, D. C.
The Rural Bcstg. Co. of Ohio, Oak Harbor, Ohio, (9130), 1470 kc, Jan. 24, D. C.
Ruston Bcstg. Co., Ruston, La., (9092), 1230 kc, Dec. 17, Field.

S

Sayre Printing Co., Sayre, Pa., (8256), 1340 kc, Oct. 21, Field.
Scenic City Bcstg. Co. Inc., Middletown, R. I., (7820), 1200 kc, Jan. 20, D. C.
Seminole Bcstg. Co., Wewoka, Okla., (8025) 720 kc, Feb. 10, D. C.
Shelby Bcstg. Co., Center, Tex., (8855), 1490 kc, Dec. 20, Field.
Silver City Crystal Co. (WMMV), Meriden, Conn., (8832), 1470 kc, May 18, D. C.
Smith, Patrick G., Bishop, Calif., (8702), 550 kc, May 24, D. C.
Southern California Bcstg. Co. (KWKW), Pasadena, Calif., (6737), 830 kc, Jan. 10, D. C.
Steel City Bcstg. Co., Gary, Ind., (8178), 1370 kc, Mar. 17, D. C.
Steel City Bcstg. Corp., Gary, Ind., (8219), 1080 kc, Feb. 28, D. C.
Suburban Bcstg. Corp., New Rochelle, N. Y., (9123), 1460 kc, May 23, D. C.
Suburban Bcstg. Corp., Upper Darby, Pa., (8232), 1170 kc, Feb. 2, D. C.
Suffolk Bcstg. Corp., Patchogue, N. Y., (8921), 1370 kc, June 2, D. C.
Sun Country Bcstg. Co. (KPSC) Phoenix, (9025), 1270 kc, Apr. 25, D. C.
Sun Country Bcstg. Co. (KTSC), Tuscon, (9026), 580 kc, Apr. 25, D. C.
Sun Country Bcstg. Co. (KPSC), Phoenix, (9027), 1270 kc, Apr. 25, D. C.

T

Tampa Times Co. (WDAE), Tampa, Fla., (8672), 810 kc, Dec. 13, D. C.
Terrell Broadcast Corp., Terrell, Tex., (8176), 1570 kc, Mar. 21, D. C.
Texas Star Bcstg. Co. (KTHT), Houston, (9089), 1030 kc, Mar. 7, D. C.
Three Rivers Bcstg. Co., Kennewick, Wash., (8600), 1450 kc, Nov. 12, Field.
The Times Herald Co. (WTTH), Port Huron, Mich., (9006), 1380 kc, May 25, D. C.
The Times Picayune Pub. Co. (WTPS), New Orleans, (8861), 940 kc, Mar. 31, D. C.
Tinley, S. H. Baltimore, (8997), 1400 kc, Oct. 18, Field.
The Toledo Blade Co., Toledo, (8830), 1470 kc, Jan. 24, D. C.
Tomek, John R. Wausau, Wis., (8881), 1230 kc, Oct. 27, Field.
Tribune Building Co. (KLX), Oakland, Calif., (8379), 910 kc, Jan. 31, D. C.
Trinity Bcstg. Co. (KLIF), Oak Cliff, Tex., (8715), 1480 kc, May 9, D. C.
Twin Cities Bcstg. Corp. (WDGY), Minneapolis, (8395), BS, Dec. 6, D. C.

U

United Nations Bcstg. Corp., San Francisco, (8615), 610 kc, May 2, D. C.
Unity Corporation Inc. (WTOD), Toledo, (8001), 1470 kc, Jan. 24, D. C.

ALPHABETICAL listing shows (in order) applicant, docket number in parentheses, type of service involved (frequency given in AM cases), hearing date, and location of hearing.

Symbols are: AL-assignment of license; AP-assignment of permit; L-license; BS-order to show cause; FM-frequency modulation; ML-modification of license; MP-modification of permit; PED-non-commercial education FM; R-renewal; TC-transfer of control.

V

Van Wert Bcstg. Corp., Van Wert, Ohio, (8700), 860 kc, May 18, D. C.
Voice of the Valley Co., Van Nuys, Calif., (8849), 890 kc, Mar. 21, D. C.
Vulcan Bcstg. Co., Birmingham, Ala., (9023), 1490 kc, Jan. 24, Field.

W

Weatherwax, Ben K., Aberdeen, Wash., (7825), 1450 kc, Nov. 1, Field.
Weeks, Robert L. (KBLF), Red Bluff, Calif., (9125), AL, Nov. 8, Field.
Welland, Jonas (WFTC), Kingston, N. C., (9124), AL, Nov. 24, D. C.
West Allis Bcstg. Co., West Allis, Wis., (8509), 1570 kc, Mar. 24, D. C.
West Essie Binkley, Riverside, Calif., (8852), 900 kc, Mar. 21, D. C.
Whittier Bcstg. Assoc., Whittier, Calif., (8720), 1360 kc, May 25, D. C.
Whittier Bcstg. Co., Whittier, Calif., (8721), 1360 kc, May 25, D. C.
Williamson Bcstg. Corp., Pikeville, Ky., (8259), 1490 kc, Nov. 22, Field.
Winchester Bcstg. Corp., Winchester, Va., (8638), 1370 kc, Apr. 18, D. C.
Wolfe, Robert F. Co., Fremont, Ohio, (8589), 900 kc, Feb. 7, D. C.
Wood, Grant A., Hyattsville, Md., (9128), 1540 kc, Feb.7, D. C.
Woodward Bcstg. Co., Detroit, Mich., (8167), 840 kc, Mar. 29, D. C.
Woolridge, David H., Memphis, Tenn., (8878), 1240 kc, Jan. 26, Field.
Worcester Bcstg. Co., Worcester, Mass., (8995), 970 kc, Feb. 21, D. C.
Wyandotte News Co., Wyandotte, Mich., (7756), 1540 kc, Jan. 31, D. C.
WZHD Inc., Warren, Ohio, (8076), 830 kc, Mar. 3, D. C.

Y

Young, Charles H., Anderson, S. C., (9076), 1050 kc, Feb. 3, D. C.
York Bcstg. Co. (WORK), York, Pa., (8246), 1350 kc, Mar. 31, D. C.

FILMWISE TREND SEEN IN TV, SHUPERT SAYS

"THE ONLY way television programming can ever acquire professional pacing and stature is by first putting most of it on film," George Shupert, director of commercial operations of Paramount Pictures television division, told a television round-table luncheon meeting in Detroit last week. "Any logical exceptions should include outstanding news and sports events," he added.

The school that believes that "live shows" are vital to the survival of television is, Mr. Shupert said, "a carryover from radio circles which argued that spontaneity would be lost by transcribing a show."

"There seems to be a definite filmwise trend in television," according to Mr. Shupert. Within a month, he said, Paramount will have a small but completely-equipped television studio in its building in New York, where an advertiser, agency man or package producer can stage a show before television cameras just as he would at a broadcast. "One minute after he finishes he will be handed a sight-and-sound transcription of his show on 35mm film—either a negative or a positive print," Mr. Shupert added.

A producer's expense for a half-hour show may run from $500 to $1,000 for the use of the studio and for the film-recording, Mr. Shupert said. "This is exclusive of talent, scenery, props and his own overhead." It is about a tenth the cost of producing the same film by normal motion picture methods, he added.

Shirer in Berlin

WILLIAM L. SHIRER flew to Berlin a fortnight ago to originate a series of special broadcasts from that city on behalf of the Piedmont Shirt Co. (Wings shirts), which sponsors his commentary on MBS every Sunday, 1-1:15 p.m. His first Berlin broadcast was heard Sept. 26. The Piedmont agency is William H. Weintraub Co., New York.

Busman's Holiday

RADIO "Monopoly" has taken the place of the usual bridge and poker parties on weekends in North Adams, Mass. Members of the WMNB staff, and their wives have adapted a standard "Monopoly" game where radio stations, networks, agencies and transcription services take the place of the regular features of the game. Such items as sales of time, engineering fees, etc., substitute for fines and bonuses.

Biggar, KCRG Manager, Will Rejoin WLS Staff

GEORGE C. BIGGAR, until recently general manager of KCRG and KCRG-FM, *Cedar Rapids Gazette* outlet, will return to the executive staff of WLS Chicago Oct. 11, after an absence of 10 years, it was announced Thursday by Glenn Snyder, general manager.

Mr. Biggar will serve as director of the *National Barn Dance*, a show which he helped to establish in the early '30's while WLS program director. His responsibilities will consist of production supervision and talent employment, in addition to developing new features and handling potential television developments, Mr. Snyder said.

Mr. Biggar originally joined WLS in 1924.

TRANSFERS

WVLK Among Five Applying

FORMAL APPLICATIONS were received last week by FCC for consent to sale of WVLK Versailles, Ky., by Baseball Commissioner A. B. (Happy) Chandler and associates to Scripps-Howard Radio Inc. and for removal of the regional outlet from Versailles to Cincinnati. Price is $225,000 [BROADCASTING, Sept. 20].

Applications for transfer of control of three AM stations and an FM station also were received by the Commission. Meredith Pub. Co. filed application requesting that its construction permit for WJTV (TV) Syracuse, N. Y., be transferred to Meredith Syracuse Television Corp., a subsidiary. No money is involved.

WVLK, operating fulltime on 590 kc with 1 kw, is licensed to Bluegrass Broadcasting Co. Inc., which would become a wholly-owned subsidiary of Scripps-Howard Radio and possibly would be liquidated or merged into Scripps-Howard at a future date. Scripps-Howard presently is licensee of WCPO Cincinnati, 250 w fulltime on 1230 kc, and when the WVLK sale and transfer to Cincinnati is approved the regional outlet would take the WCPO call. The 1230 kc assignment would be dropped. Both WVLK and WCPO are Mutual outlets.

A new four-tower directional array is to be constructed for the station in northeast Cincinnati. Engineering estimates of coverage predict a 211% increase in the daytime population served within the 0.5 millivolt per meter contour and a 900% increase in the evening service within the 11.1 mv/m contour.

Bluegrass Broadcasting has 1,000 shares common and 380 shares preferred stock outstanding. Mr. Chandler, former Governor of Kentucky and ex-U.S. Senator from that state, holds 200 shares common and 65 shares preferred. Robert F. Miles holds 259 shares common and Georgia E. P. Miles holds 165 shares preferred. Walter Mulbry owns 75 shares common. There are 25 common stock holders.

Meredith Syracuse is a wholly-owned subsidiary of Meredith Engineering Co. which is, in turn, a subsidiary of Meredith Pub. Co., Des Moines. Meredith Engineering holds 310 shares in Champlain Valley Broadcasting Co., operator of WXKW and WRWR (FM) Albany, and Champlain Valley holds 420 shares in Meredith Engineering. Meredith Pub. is TV applicant at Albany and Rochester and a subsidiary, Tri-State Meredith, has application on file at Des Moines, which is to be dropped.

Details of the other transfer applications follow:

Freeport, Ill.—Freeport Broadcasting Co. transfers license for WFRL Freeport from equal partnership of Vincent S. Barker and Gladys J. Barker to corporation, Freeport Broadcasting Co. Inc. in which each of the original partners hold 50%.

Gastonia, N. C.—Phil P. Jackson and Allen H. Smith each sell 21.75% of stock in Gastonia Broadcasting Service Inc., licensee of WLTC Gastonia, for $32,500 each. This stock is purchased by James B. Petty, president and already 25.52% owner, and Mrs. Jessie M. P. Snyder and William C. Petty. James Petty pays $30,346, Mrs. Snyder $21,158 and William Petty $13,496. Company will be owned as follows: James Petty 45.8%, Mrs. Snyder 14%, William Petty 9%, Carl Howard 12.5%, W. E. Abernathy 14.7% and Dr. M. E. Woody Jr. 3.7%. The last three continue to hold their original shares.

Grass Valley, Calif.—'49er Broadcasting Co., licensee of WGFN there, transfers from partnership to corporation composed of six people holding original interests. Corporation to be composed as follows: H. W. Westbrook, president 25.60%; Carlton G. Thomas, vice president 20.40%; Earl J. Caddy, secretary-treasurer 12.87%; John E. Keegan 21.50%; John G. Colling 6.76%, and Robert T. Ingram 12.87%.

Springfield, Mass.—Interest in Springfield Broadcasting Co., permittee of WSFL (FM) and applicant for AM at Springfield, transfers from Gerson Askinas, Christos M. Manitsas and Earl G. Hewinson, equal partners, to three original partners and Louis Lake. Each partner will hold 25%. Mr. Lake pays $25,000 for his interest.

PARTICIPATING in recent WMGM New York dedicatory program were (l to r): Benjamin Fielding, executive secretary of Loew's Inc.; Herbert L. Pettey, executive director of the station, formerly known as WHN; New York's Mayor William O'Dwyer, who formally introduced the new call letters, and Bertram Lebhar Jr., WMGM director of sales.

Upcoming

Oct. 11-12: NAB District 6, Buena Vista Hotel, Biloxi, Miss.
Oct. 11-13: AAAA Pacific Council meeting, Arrowhead Hotel, Hot Springs, Calif.
Oct. 12-13: NAB FM Executive committee, NAB Hdqrs., Washington.
Oct. 14-15: NAB District 5, Biltmore Hotel, Atlanta.
Oct. 18-22: American Institute of Electrical Engineers, Midwest General meeting, Milwaukee.
Oct. 19-21: First Advertising Agency Group, 1948 Convention, Ponte Verda Inn, Ponte Verda, Fla.
Oct. 21-22: NAB Public Relations Executive Committee, NAB Hdqrs., Washington.
Oct. 21: Wisconsin Radio News Clinic, Plankinton Hotel, Milwaukee.
Oct. 22-23: Kentucky Broadcasters Assn., Owensboro, Ky.
Oct. 25-26: NAB Sales Managers Executive Committee, NAB Hdqrs., Washington.
Oct. 25-27: Assn. National Advertisers Convention, Waldorf-Astoria Hotel, N. Y.
Oct. 27-28: NAB Small Market Stations Executive Committee, NAB Hdqrs. Washington.
Nov. 3-5: American Institute of Electrical Engineers, Southern District meeting, Birmingham, Ala.
Nov. 4-6: National Electronics Conference, Edgewater Beach Hotel, Chicago.

TV Connections

(Continued from page 28)

torney, denied that monopoly would result under such a policy. The rule, he maintained, is designed to assure that competition will be "a fair competition, and not a parasitic competition."

Henry Weaver, attorney for Philco, and W. A. Roberts, for DuMont, were agreed that a delay in deciding this point would mean a "serious cutback" and possible elimination of private relaying. Mr. Roberts argued that the telephone company's policy would give it "complete control" of all television interexchange channels.

AT&T spokesmen meanwhile reiterated that they were proceeding toward the establishment of nation-wide video network facilities as fast as the broadcasters' demands—and the availability of equipment—would permit. In 1949, they noted, they plan to add another channel between New York and Washington and between Milwaukee and Madison, and two more between Los Angeles and San Francisco. In 1950 they plan to add two channels between New York and Boston and three between New York and Chicago.

They said orders for intercity video service on hand Sept. 1 (including present customers) would produce an estimated $61,950 per month.

Friday Calendar

Cross-examination of AT&T, followed by that of Western Union, was slated to get under way Friday, with resumption of the hearings tentatively scheduled for tomorrow (Tuesday). Testimony of the Television Broadcasters Assn., whose petition instigated the rate study, and of DuMont and Philco presumably will follow. TBA is represented by Attorney Thad H. Brown Jr.

FCC counsel said they were not prepared to cross-examine extensively at "this session" since they had postponed their field investigation to permit AT&T to prepare data it was requested to file, but they thought the introduction of evidence might be completed at this session so that the interconnection question could then be settled.

DuMont, Philco, and Western Union maintained that AT&T's interconnection policy underlay virtually all of its rates.

The telephone company made clear that the data it had presented thus far was in response to specific FCC inquiries, and that its complete case would not be presented until after the DuMont and related evidence had been presented.

AT&T's rates, in effect since May 1 but subject to retroactive adjustments if FCC finds them too high, cover several categories of use, with $35 per airline mile per month as the regular charge for eight consecutive hours' use daily and $25 per mile per month for four hours daily where channel usage must be shared or "allocated." Station connections and audio channel charges are additional.

Effective Oct. 1 a new provision will specify that each customer's bill for allocated service ($25 per mile, four hours daily) will be reduced by the proportion by which the total allocations charges for all users exceeds (if any) the charges that would result if only one customer had used the entire service at the regular monthly rate ($35, eight hours).

Western Union's rates for its New York-Philadelphia facilities are $4,700 per month, and provide for a minimum one-year contract. This would total $56,400 per year for eight hours daily service, which company officials compared to an estimated annual operating expense of $44,230. It was pointed out that the rate covers operating expenses, return on investment, and income tax. Estimated investment in the two channels was placed at $261,500 insofar as video is concerned.

Western Union officials said they planned to extend their service to the extent that demand and economics warrant and that the present system could be extended to Washington and Pittsburgh without "undue delay."

FCC members and officials who attended WFIL-FM demonstration of multiplexing sound and facsimile transmission in Philadelphia Sept. 22 discuss success of the venture. L to r: Rosel H. Hyde and Edward M. Webster, FCC commissioners; John V. L. Hogan, president of Radio Inventions Inc.; Comr. George E. Sterling, and Roger W. Clipp, general manager of "The Philadelphia Inquirer" stations. WFIL-FM's dual facsimile scanner was designed by Radio Inventions.

CBS Promotes Shaw

WILLIAM SHAW, an account executive of CBS-Pacific, has been named assistant sales manager of the Western Division of CBS. He succeeds Frank G. King, who has taken over as sales manager of KTTV, the *Times - Mirror* CBS television station. The appointments were effective Oct. 1.

Mr. Shaw

KLEE-TV TO BECOME A COLUMBIA AFFILIATE

A FULL primary affiliation contract between CBS-TV and KLEE-TV Houston was signed Sept. 30.

Telecasting debut of KLEE-TV, first television station in the Houston area, will be on Jan. 1, 1949. CBS-TV programs will be carried by television recording until micro-wave relay or coaxial cable connects Houston with the network.

Agreement was negotiated by W. Albert Lee, owner of the station, and Herbert V. Akerberg, CBS vice president in charge of station relations.

Channel 2 has been assigned to KLEE-TV which will operate with 16 kw. Sidney Balkin is general manager.

400 Stations to Give All-Radio Plan Backing

FOUR-HUNDRED stations have subscribed to the All-Radio Presentation Plan, according to Gordon R. Gray, WIP Philadelphia, chairman of the NAB committee launching the promotion project. They have pledged $65,000, with networks providing another $50,000.

Script problems were discussed Wednesday at a meeting held at CBS, New York. Attending were Victor Ratner, CBS vice president in charge of promotion who is writing the script; Ivor Kenway, ABC vice president in charge of promotion; Ed Spencer, for the National Assn. of Radio Representatives, and A. D. Willard Jr., NAB executive vice president.

Mr. Kenway and Maurice B. Mitchell, NAB director of broadcast advertising, were delegated to edit material prior to submission to the film writers who will put it into shooting form.

Portion of TV Analysis Is Completed by NAB

TELEVISION'S "phenomenal growth is unlikely to be stopped by anything short of capricious action by the FCC, another war, a crippling depression or similar catastrophe," according to the first installment of an NAB TV study now in the mails.

Analyzing TV construction and operating costs, the study is based on an exhaustive inquiry into the subject by Charles A. Batson, of the NAB staff. It is entitled "Television, a Report on the Visual Broadcasting Art." The cost data were summarized in the Aug. 2 BROADCASTING and are being explained by Mr. Batson at NAB district meetings. Twelve chapters are planned for the complete study.

In a foreword NAB President Justin Miller says the report is typical of NAB service to the membership. Material was obtained from every element in TV and analyzed by Mr. Batson.

NAB District Meetings To Be Finished Oct. 15

FINAL series of NAB district meetings opens Oct. 4 when District 13 (Texas) convenes for a two-day session at the Blackstone Hotel, Fort Worth. District 6 meets at the Buena-Vista Hotel, Biloxi, Oct. 11-12 and the final gathering will be held Oct. 14-15 at the Biltmore Hotel, Atlanta.

Maurice B. Mitchell, NAB's new director of broadcast advertising, will make the circuit. He assumed office a fortnight ago. Others who will take the tour will be President Justin Miller; Harold Fair, program director; Richard P. Doherty, employe-employer relations director; Charles A. Batson, information director who will describe TV costs; Hugh M. P. Higgins, assistant director of broadcast advertising.

WGN-TV Chicago Adds Four More New Sponsors

FOUR FIRMS have contracted for time on WGN-TV Chicago. Philip Morris & Co., New York (cigarettes), is sponsoring four weekly one-minute film spots for 52 weeks, started Sept. 27 through Biow Co., New York. American Tobacco Co., New York, for Lucky Strikes, has bought eight games of the 1948 collegiate football schedule, started Sept. 25. N. W. Ayer and Son, New York, is agency.

Football Preview is being telecast during the 15-minute period preceding the eight games under sponsorship of R. Cooper Inc., GE distributors, Chicago, through Maxon Inc. *Football Scoreboard* is being shown 15 minutes after each game by Local Loan Co., Chicago. Agency is Van Hecker, Inc., Chicago.

Miss Illinois for 1948 is Miss Viola Hutmacher, — a Quincy Girl,— chosen for her beauty, personality and artistic accomplishments.

OUTSTANDING

Quincy Products

The **GATES BC-5A TRANSMITTER** is another Quincy product that's good to look at. Its other attributes are quality, construction and unexcelled operation.

Yes,— Miss Illinois comes from Quincy — a beautiful and accomplished girl and we're proud of her.

And we're equally proud of the high quality and internationally popular broadcasting equipment made, — in Quincy, — by the Gates Radio Company. It is establishing new records for performance in hundreds of radio stations. It is a better equipment value any way you look at it, — price, workmanship, performance and eye value.

You can get everything at Gates. Over 5000 different parts items and a complete line of equipment from microphone to complete antenna systems are readily available. Whatever your needs are, — just order from Gates.

Parts orders receive special 24-hour service. Inquiries for special apparatus are handled promptly and the facilities for producing them are streamlined to give fast service.

Gates
Radio Company
Quincy
Illinois

Washington, D. C.	Gates Radio Company, 13 E Street N. W.	Tel Met-0932
Houston	Houston Radio Supply Co., Clay at LaBranch	Tel. CA-9089
Atlanta	Specialty Distributing Co., 425 Peachtree St. N. E.	Tel. AT-4408
Montreal	Canadian Marconi Company	
Los Angeles	Gates Radio Co., 1589 McComas Ave., Pomona	Tel. LY-2-8910
Export	Westinghouse, 40 Wall St., New York City	Tel. WH-34321

WMPS

MEMPHIS

68

On Your Radio

10,000 W Day Time
5000 W Night Time

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

A 1 1/2 BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS-OKLAHOMA STATION

Wichita Falls-5,000 Watts-620 KC-CBS

Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

Technical

ROBERT E. BROOKING, formerly with WAIT-WGES Chicago and KGFJ Los Angeles as an engineer has joined KFMV Los Angeles, in same capacity.

HOWARD A. CHINN, chief audio-video engineer for CBS, has been awarded Presidential Certificate of Merit "For outstanding fidelity and meritorius conduct in aid of the war effort against the common enemies of the United States and its Allies in World War II."

Mr. Chinn

LARRY HIGGINS, formerly with Department of Transport and Canadian Marconi Co., has joined engineering staff of CKOV Kelowna, B. C.

CAMERON G. PIERCE has joined ABC-TV Western Division engineering department. Mr. Pierce has been with General Electric Co. for past seven years as design engineer and in sales engineering departments in Los Angeles and Syracuse, N. Y. offices.

ROBERT BAIRD, Idaho engineer, appointed chief engineer at KWSC Pullman, Wash.

Turntable

JOHN L. SINN, president of Ziv Television Programs, is in Hollywood to supervise consolidation of Ziv and World Broadcasting Co., offices in Equitable Building, Hollywood, and to discuss further television and transcription deals with motion picture personalities.

SACK TELEVISION ENTERPRISES, Dallas, Texas, has gone into production on series of thirteen musical short subjects featuring Tommy Scott and his Hillbilly Jamboree for television distribution.

JOE KOTLER, district representative, F. W. Ziv Co., Cincinnati, Ohio, and BARBARA CAMERON, WLW Cincinnati, were married recently.

LUCKY MUSIC Corp., new transcription firm, has been formed at 792 The Arcade, Cleveland, Ohio. Telephone: SUperior 1717.

WEBB COAL Co., Port Huron, Mich., has signed regional contract with Frederic W. Ziv Co., Cincinnati, for 10 hours weekly of Ziv transcribed shows in various Michigan and Northern Ohio markets. Included are quarter-hours of "Showtime from Hollywood", "Korn Kobblers" and "Sincerely Kenny Baker" and half-hours of "Boston Blackie" and "Philo Vance". ART FIELDEN, account executive for Ziv, handled sale.

GUILD RADIO FEATURES Ltd., Toronto, has moved to new location, Simcoe House, 150 Simcoe St., Toronto. DON H. DAVIS has been appointed sales representative contacting western Ontario stations. TIM HOLMES, formerly of James Fisher Co. Ltd., Toronto, advertising agency, has been appointed Toronto city sales representative.

IRVING FOGEL, executive head of Temple Record Co. of America, Los Angeles, has left on two months' business trip to Europe.

FREDERIC W. ZIV Co., announces that with purchase of their Ronald Colman "Favorite Story" program for Muskogee, Okla., Oklahoma Gas and Electric Co. now sponsors eight half-hour Ziv transcribed shows in various Oklahoma and Arkansas markets.

"CURTAIN TIME", NBC Chicago originated show sponsored by Mars Inc., moves from Saturdays at 7:30 p.m. (EST) to Wednesdays at 10:30 p.m. (EST) Oct. 6. Patrick Allen is master of ceremonies, and Harry Holcombe the producer.

WICU (TV) building now under construction.

* * *

RMA-IRE Fall Meeting To Feature TV Progress

PROGRESS in TV and radio manufacturing techniques will feature the annual fall meeting of the Radio Mfrs. Assn. Engineering Dept. and the Institute of Radio Engineers, to be held Nov. 8-10 at the Sheraton Hotel, Rochester, N. Y.

A series of technical papers will include such topics as safety, new subminiature tubes, image sharpness, crystals, receiver circuits, microgroove record player, symposium on high-fidelity, receiver audio systems and TV equipment.

Admiral Increase

ADMIRAL Corp. television set production in its Chicago plant was increased 20% by Oct. 1 as a result of completion of a $400,000 two-story brick annex to the TV equipment manufacturing plant, Ross D. Siragusa, president, announced. Production is 1,000 video receivers daily, he explained, compared with previous production of 750 each day.

New TV Film Service

NEW film service for television stations has been announced by Harold Lassiter, executive director of Colonial Films, Washington. The service will provide video stations with special 16mm film sequences of any Washington dignitary, discussing any subject desired, in any Washington location. Cost of the film is $1 a foot, Mr. Lassiter said, and stations are required to specify the use to which the film will be put in order that the firm may obtain the cooperation of the person specified.

WICU (TV) IS AIMING FOR CHRISTMAS START

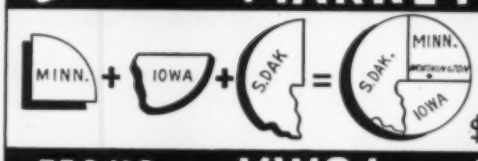
PROGRESS of construction on the building which will house studios of a new television station in Erie, Pa., WICU, indicates the station may be on the air by Christmas, according to Edward Lamb, of Dispatch Inc., publisher of *The Erie Dispatch* and licensee of WICU.

Dispatch Inc. is 55.5% owned by Mr. Lamb and his wife, who are chief owners of WTOD and WTOD-FM Toledo and have other Ohio FM and TV interests [BROADCASTING, May 17]. WICU will be on Channel 12 (204-210 mc).

A full-page spread announcing plans for putting the station on the air and showing an architect's sketch of the modernistic WICU building appeared in the *Dispatch* on Sent. 19. Building was designed by Nelson & Goldberg, Erie.

"Dispatch Inc. will have invested more than a third of a million dollars in WICU by the time TV is brought to Erie," the *Dispatch* announced. In addition to presenting network shows, WICU plans to originate studio and remote programs. Studios have been designed so that choral, religious, school and other groups may organize and develop their own programs, the newspaper said.

Less SALES-RESISTANCE IN THE BILLION DOLLAR MARKET!!



ESTIMATED CASH FARM INCOME
$1,303,000,000

730 KC
1000 WATTS
KWOA
WORTHINGTON-MINNESOTA
SERVING AND SATISFYING THE RICH FARM MARKET

REPRESENTATIVES: BULMER & JOHNSON, INC. MINNEAPOLIS, MINN.

Programs

BALTIMORE slums were stripped bare and revealed in 15-minute documentary presented Thurs., Sept. 30, at 8:30 p.m. on WMAR-TV. Dilapidated tenements, trash heaps which pass for back yards, ramshackle houses and their unhealthy sanitary facilities were made a part of film, first in series to be known as "Baltimore Conscience." Objectively presented, documentary moved from show places of city, by contrast, to areas where experts estimate 2,827 rats are killed every day.

Get Acquainted

THROUGH series of telecasts arranged in cooperation with embassies of foreign governments in Washington, Ruth Crane, WMAL-TV commentator, has succeeded in transplanting into American living rooms the customs, styles, and even eating habits of nations thousands of miles away. For her "performers," Miss Crane uses ambassadors, their wives and families, daughters of diplomatic set and other embassy attaches. So far she has presented her programs with cooperation of the Greek, Iranian, Siamese and Chinese missions. Next month she plans to present television version of Netherlands wedding.

'Texas Brags'

"TEXAS BRAGS" is title of map distributed by KTSA San Antonio. With such remarks as "one inch=six Texas grapefruit" station proclaims Texas' worth to trade. Map of Texas is superimposed on map of U. S., Canada and "Old Mexico" and KTSA coverage area is outlined in red. Of course, its hard to recognize anything but Texas, but station gets its point across.

Service in Sound

PROMOTION booklet from Reeves Sound Studios Inc. tells how it can help you "shoot a short . . . or a feature, make a trailer, dub in sound, . . . or whatnot . . ." Booklet is well-illustrated with pictures of services and personnel that Reeves have to offer.

His Hobby

SELLING is hobby of Toby David CKLW Detroit disc jockey. Folder tells how Mr. David and his multi-personality existence sells sponsors products on CKLW; and includes his picture and illustrations of various individuals which he portrays to make his point and sell the products.

Literally Stuck

TOM MOORE's question to Mrs. W. D. Pace of Beaumont, Tex., on recent "Ladies Be Seated" broadcast (ABC, five-a-week, Quaker Oats) was really a stickler. Mrs. Pace, after dashing from a painting job in her kitchen, correctly answered on telephone "hot seat" question of day, a four line rhyme. When Tom started to say goodbye, Mrs. Pace's elation changed to dismay as she cried, "I'm stuck." Sticky paint on her hands had hardened during the conversation and she was literally stuck.

Mr. and Mrs. Hush

NEW contest of NBC "Truth or Consequences" was kicked off with a teaser announcement Sept. 18, heralding "Mr. and Mrs. Hush" for the joint benefit of the National Mental Health Foundation and National Committee on Mental Hygiene. Teaser was used on last week's broadcast with usual jingle and rules to be announced on Oct. 2 broadcast. First phone call will be made Oct. 16. As in past, contest gimmick has been cleared with network, client and all others involved. This is fourth in series of contests, earlier three having been known as Mrs. Hush, Miss Hush and Walking Man conducted respectively for March of Dimes in first two and American Heart Assn. in latter.

'Baby Sitter's Ball'

AIMED at younger set, "Baby Sitter's Ball" featuring finest in pop music was started by Allan Carter, WPTR Albany, N. Y., disc jockey. Show is heard every Saturday night from 9:00 to 10:30 p.m. and is devoted to amusing that noble order of youth, the baby sitter.

TV Newsreel

WPIX (TV) New York has issued 100th edition of "Telepix", daily ten-minute newreel, which the New York video station broadcasts and syndicates across the country. Citing such exclusives as film of plunge of Mrs. Osakana Kasenkina from Soviet Consulate building in New York, which WPIX had on air three hours and ten minutes later, Joe Johnston, editor-in-chief of "Telepix," said that "in little more than three months of preparation, WPIX has produced 750 separate stories on 36,200 feet of film, or an equivalent of a year's output by a newsreel company supplying movie theatres."

Award

"HOWDY DOODY," NBC-TV show for children, Monday thru Friday, 5-6 p.m., was given Blue Ribbon Award of New Jersey State Fair as the outstanding children's television show. Bob Smith, Howdy's "voice," accepted award on the Friday, Sept. 24, program.

Health Series

JUDITH WALLER, public affairs and education director of NBC's Central Division, is preparing 8-week series on mental health to be aired on network early next year as part of annual series of programs on health in collaboration with American Medical Assn.

Ad Club News

STATION WINX Washington will supply especially prepared news broadcasts to Washington Advertising Clubs' noon luncheon meetings during next month. Ad Club meets each Tuesday at noon at Hotel Statler. Tom Wade, WINX news editor, will be heard in special broadcasts, which will be presented from 12:45 to 1:00 p.m.

Revival Hit

FOLLOWING revival of "Heartaches" and other tunes which have been rediscovered and sent on road to popularity by radio disc jockeys, song which has been "discovered" by Bill Herson, of WRC Washington, every morning for past twelve years is on way to revival as hit tune. Tune is "You Darlin'" recorded by Lang Thompson Orch., originally recorded under Variety label but now being issued as Regent record cut from old Variety master. Mr. Herson selected recording as his theme while he was conducting record show on WBAL Baltimore twelve years ago.

'The Little Immigrant'

J. CARROLL NAISH, motion picture character actor, stars in the new CBS series, "The Little Immigrant" (8:30 to 9 p.m., Tuesday, CST), originated and produced by Cy Howard, former WBBM Chicago sales staff member and creator of the network's "My Friend Irma" (Mondays, 10 to 10:30, Lever Bros. for Swan).

UN Proceedings

WNYC New York will carry live relay of UN General Assembly proceedings in Paris every morning except Sunday, 11 a.m.-12:45 p.m. WNYC will take feed from RCA continuous shortwave circuit connecting UN headquarters at Lake Success with General Assembly in French capital. WNYC-FM will duplicate UN coverage.

Beethoven's Sonatas

SERIES of three recitals, beginning Sat. Oct. 23, at 5:30 p.m., will be broadcast by WABF (FM) New York. Devoted to all of Beethoven's ten sonatas for violin and piano, concerts will be broadcast in their entirety, without interruption for commercial announcements. Programs will be performed by Benno and Sylvia Rabinoff, and will originate from Town Hall.

Ziv's 'Football Album' Sold to 2 Video Sponsors

ZIV Television Programs has sold *Football Sports Album* to Dodge dealers to be seen on WJZ-TV New York. The program will be telecast prior to the station's professional football games this fall-winter season. Ruthrauff & Ryan is the agency.

Kuppenheimer Clothes, New York, has also purchased Ziv's *Football Sports Album* for presentation before college football games on WNBT (TV) New York. This series started Sept. 25. The show is produced by Bob Jacques, directed by Jean Harrison and written by Ken Lyons. Weiss & Geller, New York, is agency.

Video Supplements

A SPECIAL 20-page television review of "facts, figures, forecasts" supplemented the Sept. 23 issue of the *Washington Times-Herald*. The supplement—headlined "Television: In Town and Country, It Fits the American Design for Living"—gives page-one display to a story on Washington's newest TV station, WOIC, expected to start in January. Review also carries stories on all phases of video and includes program logs and a glossary of TV terms. *Washington Daily News*, also printed special supplement the previous week.

21ST YEAR

REGIONAL PROMOTION CAMPAIGNS

Howard J. McCollister

10660 Bellagio
Los Angeles • BR 04705

Shows with a Hollywood Heritage ★ Member N·A·B·

5 New "DJ" Disks* from RCA VICTOR

1 JACK Lathrop and The Drugstore Cowboys Dainty Brenda Lee Cornbelt Symphony DJ-566

2 RAY McKinley What Did I Do? and ERNIE Benedict Tickle Polka DJ-568

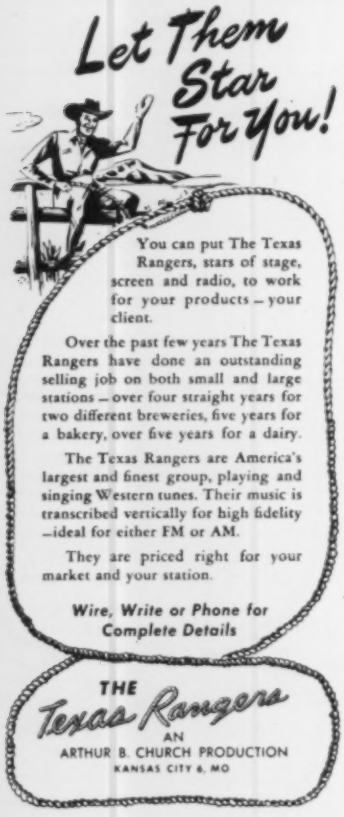
3 FREDDY Martin On a Slow Boat to China Czardas DJ-567

4 ZEKE Manners Twin Trouble and Hank "The Singing Ranger" Just a Faded Petal From a Faded Bouquet DJ-569

5 JESSE Stone Bling-A-Ling-A-Ling and Wings over Jordan Choir He'll Understand and Say "Well Done" DJ-570

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS


Let Them Star For You!
You can put The Texas Rangers, stars of stage, screen and radio, to work for your products — your client.
Over the past few years The Texas Rangers have done an outstanding selling job on both small and large stations — over four straight years for two different breweries, five years for a bakery, over five years for a dairy.
The Texas Rangers are America's largest and finest group, playing and singing Western tunes. Their music is transcribed vertically for high fidelity —ideal for either FM or AM.
They are priced right for your market and your station.
Wire, Write or Phone for Complete Details
THE Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO

'LARKSPUR'

Broadaster Discovers Alaska

By JOHN S. PHILLIPS
PRESIDENT, W. VA. BROADCASTERS' ASSN.

BY THIS TIME, everybody in the world must know about "Operation Larkspur." Perhaps not by that name, but they must know about the flights of 50 B-29 bombers from various foreign countries and Alaska to 25 pre-selected cities in the U. S. . . .

The ability of radio to keep people in remote areas informed and entertained naturally would impress a broadcaster fortunate enough to be included on such a junket. But still more impressive is the commercial broadcaster's recognition of what he deems his obligation to do these things for people beyond his commercial scope—people who cannot buy his circulation or the products of his advertisers . . .

Anyone who has traveled around 10,000 miles in a week, over land and sea, through darkness and daylight, rain, snow, fog, dense clouds and bright sunlight, the last 5,000 of them non-stop from Elmendorf Air Force Base in Alaska, over Santa Barbara, over Louisville, over Beckley, W. Va., (a buzz job) to Charleston, W. Va., touching the nose wheel to the runway of a field the crew had never before seen, 18 seconds behind the appointed 1200 (high noon to you), would surely be stiff fingered, tongue-tied, or just plain numb if he could not fill one complete issue of BROADCASTING with the tale of his experiences.

Air Force Celebration

But that is for the regular scribe. I just went along for the ride. The whole thing . . . was planned by Gen. Vandenberg and his Air Force as the big feature in celebrating the first anniversary of Air Force Day . . . It was also planned for the purpose of impressing upon the people of the U. S. that modern aircraft can strike from long, long distances. And not just *our* aircraft. It was meant also to bring to us a better conception of the full meaning of the Air Force's slogan, "Air Power is Peace Power," and to make us mighty thankful that the cargo discharged at destination was newspaper releases and broadcasts, and not bombs on this simulated bombing mission.

From West Virginia four people were guests for the Alaska flight: Mrs. Charlotte Fleshman, city editor of the Beckley *Post-Herald* (WCFC-FM); Ed Brannon, assistant city editor of *The Charleston Gazette;* Charles (Chuck) McGhee, columnist and State House reporter for *The Charleston Daily Mail,* and yours truly . . .

When we arrived in Spokane we set up a wire recorder, which Charlotte just happened to have in one of the pockets of her flying suit, and did an impromptu interview among our four and the ship's crew. Before we left, radio men from Spokane did another, dubbing it and mailing a copy by air to our stations . . .

Radio men from KBYR Anchorage also met us but found the only source for AC 110 was tied up. Later, however, several of the people in the Alaska flight party did a studio interview and a fine recording was made.

We soon found out who had the AC tied up. It was Jack Borgess of KENI. It was a good meeting, not only because Charlotte and I did a live broadcast and got another wax lined up to be air mailed home, but because Jack later really went all out in helping us in many ways. We went in to Anchorage the next way and did a studio waxing to be fitted into a program with Air Force Officers. This came home for Air Force Day use, too. But the big job Jack did for us was in setting up proper contacts.

Jack Borgess (l) interviews Mr. Phillips as his plane lands at Elmendorf Air Force Base.

Bob Atwood, publisher of the *Anchorage Times,* announced that . . . the merchants and Matanuska Valley co-op farmers . . . decided more people should know, first hand, about the fine vegetables grown up there. The result was a large case of food stuffs, including salmon, and a letter to the Charleston Chamber of Commerce all brought back as a "bomb" load with appropriate remarks to bring home the point that this *could* be a bomb.

The whole proceeding at Anchorage was taped and montaged by Jack Borgess and his cohorts into a half-hour show that is now on wax. Broadcast, it is more than a coverage of events of interest to our listeners. It becomes a living thing which will take them right to Anchorage, Alaska, and make them feel closer to these people who may be the citizens of the 49th state.

This Anchorage is a great place . . . We drove with Bob Atwood over miles and miles around the city quartering it like hounds in a thicket.

The central part of town has many snug, comfortable houses, houses that cost a great deal more than larger, finer ones in the states. But new people are coming all the time. Men come in, go to work, throw up a shack, live frugally, send their money home. When enough has been saved, they add a room, and send for their wives. Real estate "developments" are all over the place.

The Chugach Range of mountains look near, but are 14 miles away. Intervening land is now government reservation. It is the hope of Mr. Atwood and others that much of this will be released, as this is the logical direction for expansion of Anchorage. There are no statistics—people buy a piece of land or "lot' and erect any kind of dwelling they wish or can. No building permit is necessary.

In the business section there are some fine buildings but there are many that are Topsys. They "just growed," and now they are so val-

COVERAGE at Low Cost of
YOUNGSTOWN
OHIO'S 3rd MARKET
with
WFMJ • WFMJ-FM
ABC

Population	520,300.
Retail Sales (Est. 1947)	$406,090,000.

"Copyright 1948, Sales Management Survey of Buying Power"

ASK HEADLEY REED

uable on a rental basis that the owners just can't tear them down to rebuild. I saw one like that for which the owner had refused $40,000. You should have seen it! But he gets $12,000 a year rent. He can't tear it down.

Bob Atwood said it was one of the many problems arising from the rapid growth for which there seemed to be no immediate answer outside of a fire. But we both agreed that it would have to be a civic-minded fire which would know where to burn and where to skip to avoid damage to such buildings as that soon to be completed by the Midnight Sun Broadcasting Co. This building, which will house the studios of KENI, is costing $1,000,000. It will seat 1,000, giving it just about the highest per seat cost of any theatre in the U.S.A.

Three Commercial Outlets

KENI is one of Anchorage's three commercial radio stations . . . They get along all right, too. KFQD is the oldest—about 14 years in existence. Its studios and offices would do credit to Stateside. It is one of five stations owned by the Alaskan Broadcasting Co. and over which some of us did a morning broadcast. [Stations are in] Anchorage, Fairbanks, Seward, Nome, and Ketchikan.

No longline service being available, simultaneous broadcasts would be re-broadcasts. Too, as with network programs, such as KFQD has, records are flown to the various points.

KENI and KFQD are 5 kw. The third, KBYR, is 250 w, and is owned by the fabulous Keith Capper who arrived in Alaska eleven years ago in what, I have heard, were very lean financial circumstances. His first enterprise in Anchorage was the Club Lido—now the Aleutian Gardens, where, incidentally, the Rotary lunched.

A marvelous ten-lane bowling alley followed. It is a beauty. The Aleutian Conservatory of Music and the Aleutian Art Shop are his, as well as other enterprises.

KBYR took the air June 15, 1948. Its fine new offices and the studios are now under construction. Marlin Smythe, known in radio as Vern Mack, was hired as manager and was given carte blanche to bring up his own crew, including Merlin Matheny, production, Miles Burpee, commercial manager, Bob Kahle, and, for commercial art and promotion, Robert White, all with long experience.

Radios Needed

In a vast, wild country like Alaska, two modern inventions are absolutely essential to the swift development—airplanes and radio.

People fly everywhere. There are many small lakes and other water surfaces for landing ships equipped with pontoons in warm weather, skis in winter. The Rescue Mission from Elmendorf is always alert and on the job, and has plenty to do. Recently a plane crashed in a swamp. Ammunition aboard exploded. The Rescue Mission helicopter went out, settled down at the scene of the crash, picked up the injured man, flew to Anchorage and set him down directly in front of the hospital door!

You don't send telegrams from this vicinity. You send radiograms.

Men will go anywhere—anywhere there is something they want—or if they just think there is something there they want. Or just to see what is there. And when they go, they will fly as far as they can, and they will carry radio with them.

Radio Roanoke Switches From 1490 kc to 1240 kc

A CHANGE in frequency was effected last month by WROV, AM outlet of Radio Roanoke Inc., Roanoke, Va., as the MBS affiliate switched from 1490 kc to 1240 kc.

Heralding the move, WROV broadcast the Shaughnessy playoffs of the Piedmont Baseball League held in Roanoke and Lynchburg, Va. They were fed by FM in cooperation with WWOD Lynchburg.

Radio Roanoke also operates WROV-FM, which transmits on 103.7 mc, Frank M. Koehler, formerly with NBC New York, is general manager of licensee.

WMNE, KSTL - FM Are Relinquished

THE LICENSE of WMNE, Yankee Network's FM station on Mt. Washington, N. H., has been canceled by the FCC at the request of the licensee. In another action, the construction permit for KSTL-FM St. Louis, Mo., was canceled on request of Radio St. Louis, permittee.

No reason was given by the Yankee Network for relinquishing its license for WMNE. However, it is felt that the high cost of operating the remotely located transmitter, plus the fact that it would have to suspend low-band operation on Dec. 31, to date set by the FCC for all stations to move or stop operation on the band, prompted the move. A high and low band transmission was maintained until return of the license.

Yankee Network is reported to have spent over $2,000,000 in the development of FM stations, with little, if any, return. The network is not expected, however, to give up any of its other FM outlets, all of which are located in more accessible spots and serve areas of greater population.

The Mt. Washington site will be held by Yankee Network for possible use in the future if it decides to use it for FM, TV or some other purpose.

Radio St. Louis did not state the reasons for returning its permit.

A television application also was dismissed on the request of the applicant. Greensboro Broadcasting Co., licensee of WGBG Greensboro, N. C., for which it is seeking an increase in power, and permittee of WGBG-FM, gave no reason for the dismissal request.

McConnell Buys Minority Interest in New WANE

C. BRUCE McCONNELL, president of WHBU Anderson and WHOT South Bend, Ind., and former owner of WISH Indianapolis, has acquired an approximately 20% interest in WANE, new Fort Wayne station on 1450 kc with 250 w.

He bought the stock of Charles A. Sprague at a price understood to represent Mr. Sprague's investment in it. WANE is headed by Merlin H. Smith, former Washington Civil Service investigator, who holds control jointly with the other stockholder, Glenn R. Thayer, formerly of WOWO Fort Wayne.

Loyola Games on TV

ASSOCIATED Tidewater Oil Co., San Francisco, is sponsoring the seven home games of Loyola College, Los Angeles, on KTLA (TV) Hollywood. Agency is Buchanan & Co. Games were originally to have been telecast by KLAC-TV but negotiations fell through at last moment.

MEMO to: REGGIE SCHUEBEL, DUANE JONES:

The Mueller Macaroni 12 Noon Saturday News with a rating of 6.5* is one of the top ten Saturday local shows in Cincinnati.

* Pulse July-August 1948

50,000 WATTS OF SELLING POWER

L.B. Wilson

WCKY CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

LOOKING FOR PROGRAMS?

Most Local Shows Beat Network Shows on High-Hooper

KOIL

SERVING OMAHA & Council Bluffs

BASIC ABC • 5000 WATTS

Represented by EDWARD PETRY CO., INC.

A PAYING PROPOSITION

Ask the Katz Agency

CBS 560 kc

ACTIONS OF THE FCC

SEPTEMBER 24 to SEPTEMBER 30

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
SSA-special service authorization
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
CG-conditional grant

September 24 Decisions . . .

BY THE COMMISSION

Waiver Granted

WABE-FM Atlanta, Ga.—Granted request for waiver Sec. 3.587 of rules while noncommercial educational FM station WABE-FM is programming for in-school listeners.

Date Extended

Adopted order extending to Dec. 1 required date of use of FCC Forms 301, 302, et al (Docket 8978), as revised June 16, as it appears these forms cannot be distributed to public in time to begin their use by prescribed date of Oct. 1.

Hearing Continued

Hudson Valley Bcstg. Co. Inc., et al., Albany, N. Y.—Continued indefinitely consolidated hearing scheduled for Sept. 27 on TV applications for Albany-Troy, N. Y.

BY THE SECRETARY

WING Dayton, Ohio—Granted CP to make changes in DA and mount FM ant. on top of AM tower; cond.

FCC Correction

WFUV Fordham U., New York—In report dated Sept. 21, item relating to WFUV should have shown action was taken by Commission on Sept. 17 instead of by Secretary, and should read: Granted temp. extension of license for noncommercial educational FM station to Dec. 1, 1948, pending receipt of application for renewal.

ACTIONS ON MOTIONS

By Commissioner Hyde

Indianapolis Bcstg. Inc., Indianapolis—Granted petition for leave to amend TV application to show revised trans. site.

KSON San Diego, Calif.—Granted petition for leave to intervene in hearing on application of KPPC.

The Troy Record, Troy, N. Y.—Granted petition to dismiss without prejudice TV application.

WDAE Tampa, Fla.—Dismissed as moot petition requesting review of May 21 action of motions Commissioner continuing consolidated hearing on applications of KGO et al.

KELD El Dorado, Ark.—Granted petition to enlarge issues in re application and those of KGKB and KGGF and said issues were amended to include: "4. To determine whether the suggested KELD site is available as a transmitter site."

Christian County Bcstg. Co., Taylorville, Ill.—Granted petition for leave to amend Exhibit 2 attached to application, concerning other radio interests of L. W. Andrews, stockholder.

Suburban Bcstg. Co., New Rochelle, N. Y.—Denied petition requesting that Issue 6 of order designating application for hearing be amended by deleting certain portion relating to overlap.

WLIB Brooklyn, N. Y.—Granted petition for extension of time within which to file opposition to petition filed by WOWO requesting reopening of record in re Dockets 7674 and 7819, and time within which to file such opposition was extended to Sept. 30.

KPPC Pasadena, Calif.—Granted petition to accept late written appearance in re Docket 9135.

Drovers Journal Pub. Co., Chicago—Granted petition for continuance of oral argument on application presently scheduled Oct. 4, and same was continued indefinitely.

Harrisonburg Bcstg. Co. Harrisonburg, Va.—Passed over petition to amend application and other relief.

September 24 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KFBK Sacramento, Calif.—Mod. CP increase power, etc. for extension of completion date.

License for CP

WABB-FM Mobile, Ala.—License to cover CP new FM station.

Modification of CP

KNOB Long Beach, Calif.—Mod. CP new FM station for extension of completion date.

WISE-FM Asheville, N. C.—Same.

WEMP-FM Milwaukee—Same.

License Renewal

WCBS-FM New York—License renewal FM station.

WFUV New York—License renewal educational FM station.

WDSU New Orleans—License renewal AM station.

TENDERED FOR FILING

AM—1400 kc

WBSC Bennettsville, S. C.—CP install booster station to be operated synchronously with WBSC on 1400 kc with 250 w unl.

September 27 Applications . . .

ACCEPTED FOR FILING

SSA—770 kc

KOB Albuquerque, N. M.—Extension of SSA to operate on 770 kc, 25 kw-N 50 kw-D unl. for period beginning 3 a.m. (EST) Dec. 1.

AM—1450 kc

WATO Oak Ridge, Tenn.—CP change frequency from 1490 kc to 1450 kc.

Assignment of License

KTAE Taylor, Tex.—Voluntary assignment of license from Graham Gillis Conoley, Dr. Raymond Garrett and Ross K. Prescott, partnership d/b as Williamson County Bcstg. Co. to Graham Gillis Conoley, Dr. Raymond Garrett and K. L. McConchie, partnership d/b as Williamson County Bcstg. Co.

License for CP

WATL Atlanta, Ga.—License to cover CP change frequency, increase power etc.

WFAX Falls Church, Va.—License to cover CP new standard station.

WFTR Front Royal, Va.—Same.

Modification of CP

KSUB Cedar City, Utah—Mod. CP change frequency and power etc. AMENDED to change hours from D to unl. and to use DA-N.

License for CP

KLZ-FM Denver—License to cover CP new FM station.

WMAL-FM Washington, D. C.—Same.

WJR-FM Detroit—Same.

Modification of CP

WAND-FM Canton, Ohio—Mod. CP new FM station for extension of completion date.

WJHL-FM Johnson City, Tenn.—Same.

KFDX-FM Wichita Falls, Tex.—Mod. CP new FM station to change ERP from 54 kw to 13.5 kw, ant. height above average terrain from 330 ft. to 507 ft.

WAUX-FM Waukesha, Wis.—Mod. CP new FM station to change ERP to 0.22 kw; ant. height above average terrain to 193 ft.

WTPS-FM New Orleans—Mod. CP change ERP from 270 kw to 54.6 kw.

TV—186-192 mc

Meredith Champlain Television Corp. Albany, N. Y.—CP new commercial TV station on Channel 9, 186-192 mc, ERP 12.0 kw, aur. 6.0 kw unl. AMENDED to change aur. ERP to 6.03 kw, designate studio location as Northern Blvd., 9th Ward, Albany.

TENDERED FOR FILING

Modification of CP

KXOA Sacramento, Calif.—Mod. CP DA-N to DA-DN.

Assignment of License

KFVS KFVS-FM Cape Girardeau, Mo.—Consent to assignment of license of AM station, CP of KFVS-FM to Hirsch Bcstg. Co.

September 28 Decisions . . .

BY THE SECRETARY

WEMP Milwaukee—Granted license install new vertical ant. and change trans. location.

WISR Butler, Pa.—Granted license for changes in vertical ant. and mount FM ant. on AM tower.

KIOA Des Moines—Granted license new station 940 kc 5 kw-N 10 kw-LS DA unl. and specify studio location.

WMTC Vancleve, Ky.—Granted license new station 730 kc 1 kw D.

KLMR Lamar, Col.—Same—1340 kc 250 w unl.

WLOI LaPorte, Ind.—Same—1540 kc 250 w D.

WNAM Neenah, Wis.—Granted CP install new trans.

WPIT Pittsburgh—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

WOLS Florence, S. C.—Granted CP install new trans., make changes in vertical ant. and change trans. location.

WSVS Crewe, Va.—Granted CP make changes in vertical ant. and mount FM ant. on top AM tower.

WBAB Atlantic City—Granted mod. of CP to make changes in vertical ant. and mount TV ant. on top combined AM and FM ant.

WXLW Carlisle, Pa.—Granted mod. CP to change type of trans. and approval of ant., trans. and studio location.

KING Seattle—Granted mod. CP to change type of trans.

Following were granted mod. CPs for extension of completion dates as shown: WCAU-TV Philadelphia, to 12-15-48; WMRN-FM Marion, Ohio, to 11-30-48 (*); WLCY Painesville, Ohio, to 4-18-49 (*); KOIN Portland, Ore., to 11-30-48; KCOM Sioux City, Iowa, to 12-1-48.

(*) On cond. that construction be completed or interim operation provided by date.

WGBG Greensboro, N. C.—Granted license install new vertical ant. and mount FM ant. on AM tower.

WHNC Henderson, N. C.—Granted CP mount FM ant. on AM tower.

(Continued on page 86)

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements — at any time
RCA COMMUNICATIONS, INC.
64 Broad Street, New York 4, N. Y.

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW—48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG. ST. LOUIS 1, MO.

GEORGE P. ADAIR
Radio Engineering Consultants
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

RADIO TOWERS
Ground Systems & FM Antennas
Erected, Painted & Serviced
ADVANCE RADIO TOWER CONSTRUCTION CO.
4614 S. Compton Ave. Adams 3-4197
Los Angeles 11, Calif.

LEE E. BAKER
CONSULTING RADIO ENGINEER
FRITZ BAUER, Associate
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

ARCHER S. TAYLOR
Consulting Radio Engineer
BOX 1479
MISSOULA, MONTANA
PHONE 8562

Electrical Tower Service Corp
AM-FM-TV
Bases—Ground systems—transmission lines, painting, erection, dismantling
524 Hillcrest Terrace,
Creve Coeur, Ill.
Phone 3-9846—Peoria, Ill.

Reese Steel Erection Co., Inc.
"Engineered Erection"
of AM FM TV Towers & Antenna
Emergency Repair Service
419 Grand Traverse St.
Flint, Michigan

CKNW CHNW
THE *Only* STATION THAT COVERS BOTH HALVES OF THE "VANCOUVER AREA"

WSLI
JACKSON MISSISSIPPI
5000 WATTS
Day & Night
930 K.C.
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. Republic 2347
Washington 4, D. C. Watsonville, Calif.

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
LIttle Falls 4-1000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—District 8456
Washington 4, D. C.

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
38 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
WARNER BLDG. WASHINGTON, D. C.
13th & E Sts., N. W.
NAtional 6513

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

ROTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

WORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 18th St., N. W. Room 1210
DISTRICT 4127

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

DIXIE B. McKEY & ASSOC.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MIchigan 2261

KEAR & KENNEDY
1703 K ST., N.W. STERLING 7932
WASHINGTON, D. C.

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N.W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1108 Lillian Way GLadstone 6178
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
& Associates
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

H. V. Anderson
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

Merl Saxon
203 W. Hutchison Street
Telephone 888 or 211
San Marcos, Texas

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
820 13th St. N. W., EX. 8073
Washington 5, D. C.

TALK to the SOUTH'S EAR ZONE through WDSU

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored *New Orleans institutions* WDSU has developed a high quality of integrity. WDSU devotes *program time regularly* and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS **WDSU** ABC Affiliate
1280 kc 5000 Watts

JOHN BLAIR AND COMPANY
Representative

Test CITY AND FARM MARKETS with kglo

Serving a rich market — almost equally divided between rural and urban listeners. Ideal for testing, use these foremost stations to get real sales push.

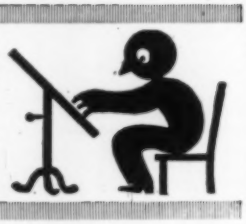
kglo 1300 KC 5000 Watts CBS Affiliate
KGLO-FM 101.1 MC Channel 266 ERP 16,000 Watts

Covering 29 counties in Iowa and Minnesota — rich agricultural regions. KGLO-FM carries AM programs . . . a plus coverage feature.

Represented by WEED & COMPANY

Lee STATIONS

Promotion



FOUR page mailing piece to commemorate WSYR Syracuse, N. Y., 26th anniversary is now in mails. Entitled "26 Years of Leadership," attractive folio includes services offered and some of station's promotional accomplishments during past year.

Thank You, Dallas

IN AN open letter published in "The Daily Times Herald," Dallas, Texas, KIXL Dallas thanks its listeners for their reception of its policy to program only "good music." Letter also thanks sponsors for allowing station to handle their advertising in conversational style free from "blaring." Station has followed "good music" policy in spite of warnings that Dallas listeners would appreciate only hill-billy, hot jazz and be-bop. According to letter Dallasites do like "good music" and do show their appreciation of KIXL's policy.

Membership Drive

MAPS defining boundaries of four regions into which Television Broadcasters Assn. has divided country for full-scale fall membership drive [BROADCASTING, Sept. 13] were sent last week to TBA regional chairmen. When the four chairmen have approved territorial allocations, TBA will circulate maps among its membership.

'It Takes All Three'

TITLE of new CBS Radio Sales promotion booklet is "It Takes All Three." And by all three they mean, "Sixty nights in a suitcase," "Go native and be happy," and "Pick a winner . . . (Without taking a chance)." And to go with its slogans Radio Sales draws pictures; a man climbing out of a well-traveled suitcase, snake charmer charming the natives and finally dart board with all twelve of its stations on the board. Booklet just states how Radio Sales caters to its customers; not too much has to be said, pictures do the job.

Vacation Cards

VACATION cards mailed to Henry Hickman, "Club 1300," at WFBR Baltimore were put to good use. Mr. Hickman gave these happy times reminders to children at Baltimore's Happy Hills Convalescent Home for Crippled Children. Postal card idea started when Mr. Hickman asked women he interviewed on his program to "drop him a card." That started flood to tune of 2,000 cards from all 48 states and many places outside U. S. But best idea of all was donating cards to convalescing children, giving them vacation fun too.

Naval Brochure

NAVAL Air Reserve Training Command has released a booklet reviewing its public relations, publicity and promotional recruitment program during 1948. Booklet serves as thank you note to radio industry and as promotion advertising of Naval Air Reserve.

WKTG Folder

FOLDER distributed by WKTG Thomasville, Ga., explains that enclosed material is not just another coverage map, but states its coverage area is untouched by three major networks. Also included is market data stating that in station's coverage the annual cash income is 67 million dollars. Rate card also is included.

Silver Anniversary

SILVER anniversary gift of KFH Wichita to listeners was announcement of new service, KFH-FM. In full page Sunday supplement devoted entirely to KFH and KFH-FM and to dealers FM radio ads, station announced its "present" to Wichita radio listeners. Ad appeared Sunday morning, Sept. 19, in "The Wichita Sunday Eagle." New FM station went on air at 1 p.m. same day on Channel 262 (100.3 mc).

Canned Competition

NEW YORK State Fair, held annually at Syracuse, was limited this year to just a cattle show. But Larry Lawrence, platter spinner at WAGE Syracuse, made it possible for farm women of Central New York to conduct canned goods competition in lieu of contest usually held at county fairs. On his "Request Time" mid-afternoon record program Mr. Lawrence asked for choice samples of home canned produce. Home canning equipment was offered as prizes. Hundreds of samples of home prepared delicacies were received and all entries submitted will be turned over to Wheating-Johnson Rheumatic Fever Hospital in Syracuse after contest is over. As an added bit of merchandising of program, contest food was displayed in downtown store window with winners' names and addresses, with placard and picture of Mr. Lawrence and note about "Request Time" on WAGE.

Promotion Personnel

TOM PARO, former member of "Grain and Feeds Journal Consolidated," has joined Mutual's midwest office as member of sales promotion staff.

REG. N. H. BEACH, former announcer and traffic manager of CKCO Ottawa, has been appointed director of publicity and public relations of CKCO.

National Research Buys Four New Radio Shows

FOUR properties of Radio Sales Assoc. Division of *Publishers Digest* have been purchased by the Merchandising Division of National Research Bureau Inc., Chicago, Frank Kendall, executive vice president of NRB, has announced.

Properties include a transcribed five-minute sport show, *The Greatest of the Great*, and three idea and copy services, *Timely Tips Bulletin*, *Scripts* and *Script Starters*. NRB earlier this year purchased two other radio series, *Tempretunes*, heard on 168 stations, and *Starr Stories*, aired over 51 stations.

NRB has added a 50-page sales kit, comprising more than 150 pages each month, to supplement its "Radio Campaigns and Copy Writers Service" and "Thot Starters." The kit, introduced at the request of stations for a separate service for their sales departments, consists of tested successful program ideas with cue sheets, and is merchandised for medium and small cities.

FM-FED STATEWIDE AM NET STARTS IN OKLA

OKLAHOMA Group Broadcasters a new type of regional networ comprising eight basic AM st tions and several supplement AM outlets fed entirely by a sing FM station, got underway Sept. 2 Mathew H. Bonebrake, gener manager of the new organizatio announced.

Key origination point for th network's programs is KOCY-FM Oklahoma City, using a 938-f tower and radiating a 70-kw sig nal.

The basic AM stations in the ne work, several of which have FM affiliates, are KOCY Oklahom City, KAKC Tulsa, KCRC Enid KSWO Lawton, KVSO Ardmore WBBZ Ponca City, KWON Bart lesville and KMUS Muskogee. Sup plemental stations include KSM Seminole, KSPI Stillwater, KSE Durant, KWCO Chickasha, KWHW Altus and KRHD Duncan, all i Oklahoma.

The network, owned and opera ted by Plaza Court Broadcastin Co., Oklahoma City, plans t broadcast U. of Oklahoma and Ok lahoma A. and M. sports events A state-wide news setup also ha been organized, Mr. Bonebrak said. The Walker Co. has been en gaged as network's national repre sentative, but national availabili ties will not be open until Nov. 1.

Election Ordered

SECRET BALLOT election within 30 days among technicians a WBBC Flint, Mich., and radio en gineers and technicians at WJL and WJLB-FM Detroit to deter mine if they want the Detroi chapter of the National Assn. o Broadcast Engineers and Techni cians to be their collective bargain ing representative was ordered b the National Labor Relations Board Sept. 27. The Flint and Detroit stations are owned by Booth Radio Stations Inc. The NLRB decision was handed down by a three-man panel of NLRB members to whom the board dele gated its powers, Paul M. Her zog, chairman, Abe Murdock and J. Copeland Gray.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

OCTOBER 4, 1948

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

A Continuing Study of Major Radio Markets

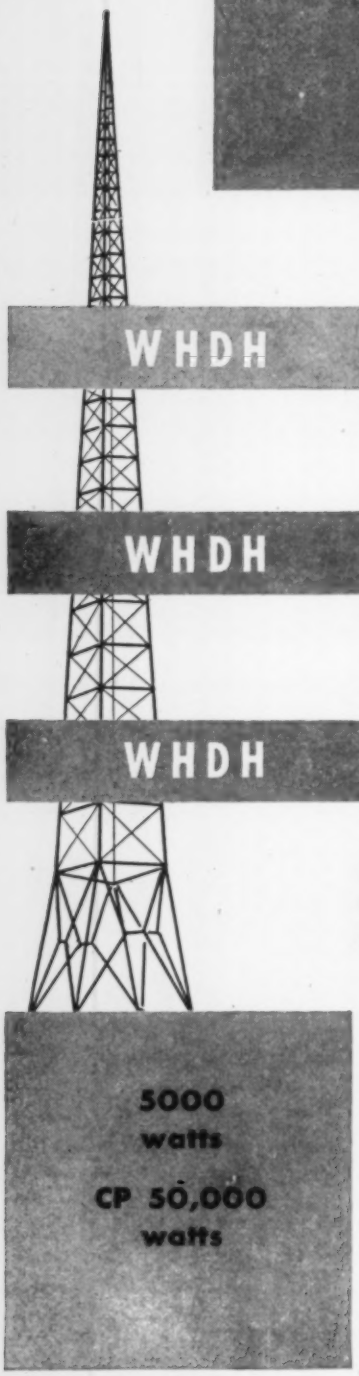
Study No. 6

Boston, Mass.

First for many years in New England radio . . . already first in New England television . . . and staffed and equipped to stay **FIRST!**

Sixth of a Series

Now **WHDH** *the favorite of more listeners than any other Boston station!*



WHDH is the Favorite Station of More Boston Listeners than Network Station A!*

WHDH is the Favorite Station of More Boston Listeners than Network Station B!*

WHDH is the Favorite Station of More Boston Listeners than Network Station C, Network Station D, and all other stations combined!*

If you are placing your advertising dollars in Boston and New England, *"the favorite"* is available at the lowest cost per thousand (Compare rates in SRDS).

*Special survey made by The Pulse, Inc.

WHDH

BOSTON

Represented nationally by John Blair & Company

By J. FRANK BEATTY

BOSTON, hub of New England, is famed for culture, colonial lore, baked beans and circuitous streets.

Fortunately for those interested in earning an honest dollar the city qualifies as one of the nation's principal centers of commerce and industry.

For Boston emerges from a critical radio market analysis as a thriving area of 2,500,000 hard-working and high-buying humans who last year underwrote a $2,500,000,000 retail business.

Oh, there's culture and history in the city, just like the books say. But a hundred citizens talk over the deft strategies of Billy Southworth and Joe McCarthy to every one who critically appraises the symphonic attainments of Serge Koussevitsky and Arthur Fiedler.

The place was baseball crazy all summer, and daily the citizens rejoiced or wept as the Red Sox and Braves won or lost. The baseball aspect of the city is important in that it bears out what all who do business in Boston eventually learn—that Bostonians are loyal and back up their loyalty with their pocketbooks.

Thus, Boston actually isn't much different from any of the other great metropolitan areas of the United States, once its renowned top layer of culture is penetrated. However, it possesses definite characteristics that make it outstanding to those who dispense goods and services via radio and other media.

First of all, Boston is the most densely populated area in the nation. Furthermore—and this will surprise many businessmen—only five metropolitan areas in the U. S. have more people.

Coupled with this population record is the amazing Massachusetts radio ownership figure—98.9% saturation, highest percentage in the United States, augmented by relatively low station card rates.

Distinguished Record

Boston has a distinguished radio record. Two of its stations belong to the quarter-century group and two more will soon be eligible. The city's list of radio "firsts" is imposing, and its current broadcast facilities rate right up with the finest in the nation. Their managements can be described in most cases as "cautiously conservative."

The city's radio traditions, noble and daring, are getting a bit of a shaking up as new facilities take the air. At this writing there are 17 AM stations and another in the works, along with two TV and many FM outlets. The situation may eventually lead to the clipping of a few electronic wings.

This year, radio business in the Boston metropolitan area, including a neighboring 50-kilowatter, should exceed $5,500,000. Competition for this sizable take is keen —very keen.

Even keener is the competition among 100 assorted advertising agencies, including many of nationwide fame. This competition appears to have induced occasional relaxation of rate practices. Fewer than 30 agencies place the bulk of the city's radio business.

Every buyer of Boston time or space must consider the traditional nature of Yankee citizens, though overall shifting of the nation's populace in recent years has greatly diluted Yankee caution and thrift.

As a matter of fact, Bostonians not only earn exceptionally high pay but they spend well above the average of most cities. When the legendary tales of Yankee thrift and conservatism are boiled down to their essentials, the Boston buyer and radio listener is revealed as a loyal purchaser whose tastes and habits are relatively steady.

The "cautious conservatism" tag thus is applicable but it can't be interpreted as "old-fashioned." Boston, as a visitor to the area quickly learns, is a thoroughly modern city, with all improvements such as subways, wide avenues, elevated railway, tunnel, convenient and large airport, and more than its share of parks and recreation facilities.

The stores are big, busy and modern. The hotels are good. Office facilities are adequate and getting better. Railroads move heavy traffic, though with some inconvenience due to lack of a union terminal.

Being a rather steady and loyal buyer, the average Bostonian is hard to sway. Such a trait is made-to-order for radio's powerful spoken word.

Some of Boston's advertisers have been slow to adopt the relatively new radio medium, but the problem has a number of facets when studied at close range. The newspapers still get the bulk of retail advertising. The local journals are rather on the gaudy side in comparison to the "cautiously conservative" broadcast operations.

Competition Angles

Agency executives point to several important angles in the newspaper-radio competition. They emphasize that newspapers offer attractive inducements to the advertiser. For example, an agency buyer can telephone a display ad to a newspaper and let the paper's staff do the layout, artwork and engraving. The agency thereupon can order a stack of mats and place the copy regionally or nationally with practically no production cost.

Now comes the frequent bonus—a nice free reader for the news columns, effectively pointing up the paid-for copy, one of many "merchandising aids." The papers

(Cont'd on Boston 4)

(Cont'd from Boston 3)

mostly carry free station program listings but charge premium rates for radio-page advertising.

Since the "extras" of advertising costs are kept to a minimum, some Boston advertisers are tough prospects for a radio salesman anxious to sell a good program based on careful production and rehearsal. They just plain don't want to pay for the higher-priced type of locally produced broadcast.

Offsetting this is the supply of co-op and transcribed packages now available, along with avid interest in sports and news programs. Many of the newscasters, sports announcers, women's commentators and weather experts have large and faithful followings. That's especially true in the case of the weathermen, somewhat of a radio phenomenon.

In Boston they take their weather seriously. What's more, they do something about it—they listen to the radio. Two stations have their own fulltime weather prognosticators, equipped with all the latest devices. At WEEI, CBS-owned station, E. B. Rideout has several programs a day. Thousands build their daily agendas around his forecasts and explanations, and businessmen plan their operations on the scientific predictions he has been turning out for two decades.

WCOP has "The Old Salt," Ralph M. Barker, who operates a similar service and commands an eager audience. He and Mr. Rideout, along with extensive weather programming at other stations, cater to those New Englanders who subscribe to the popular axiom: "If you don't like our New England weather, stick around; it'll change in 15 minutes."

Success Stories

The market is a poor one for the hit-and-run radio advertiser, of which Boston has its share. The array of radio success stories, however, will match that of any part of the nation. And the array of failures by advertisers who take a few radio jabs and fail to follow through also is impressive.

Boston has not yet become a haven for disc jockeys. Several record players have good followings but the town is not jockey-crazy. Some managers claim the city just doesn't care to adopt the fad but others are enthusiastic jockey boosters.

Boston's tune-in is not the highest among the major markets, but listener loyalty and selective nature of the audience more than offset the tune-in level, the city's radio leaders insist as they point to the 98.9% radio ownership record. Bostonians are joiners. They belong to more clubs, churches, civic groups and trade organizations than citizens of other cities.

Among newest organizations is the Radio Executives Club of Boston, launched July 29. Including officials of stations, agencies, sponsors and other related groups, the club has as one of its main motives the joint development of the city's radio standards.

The metropolitan area teems with churches, many of them steeped in historic lore. The city itself is about 75% Catholic with the Protestant faiths dominating many of the outlying areas within the metropolitan limits. This religious element is important in programming and copy preparation.

Commercially and geographically, Bostonians think of their city as a three-part area. First there is the City of Boston itself, with a 1940 population of about 800,000.

Next is Metropolitan or Greater Boston, comprising 83 cities and towns, with a population of 2,350,520.

Finally, there is what broadcasters refer to as the normal effective Boston radio listening area, with a population of about 3,500,000 from Cape Cod, through southern New Hampshire and along the Maine coast. Within this area are 922,750 radio homes in which Boston stations are said to be the most popular.

Though there is natural rivalry among the six New England states, Boston is centrally located and considers itself the center of the region. Around Boston the population is most dense. The city is described as the shopping center of New England. Rail and ocean lines terminate in the city, which also finances a surprising amount of New England and national enterprise.

New England buys 75% of its necessities from the rest of the country and produces vast quantities of manufactured goods. National spot salesmen recognize this and Boston has a substantial center of station representatives.

Boston likes to point out that it is keystone of "the largest continuous population community in the United States, possibly in the world." Its metropolitan district (nearly 2,600,000 within 25-mile radius) is bounded by Lowell-Lawrence-Haverhill to the north, Worcester to the west, Providence to the southwest and Fall River-New Bedford to the south. Include them and you get an overall total of 4,300,000 people, the third largest concentration of population in the nation, outranked only by New York and Chicago districts.

Separated on the west by only the width of two small towns is the 400,000-population Springfield district. The Boston Chamber of Commerce puts it this way: "Boston has more metropolitan districts in proportion to its size than any other state; and therefore represents the most highly concentrated market, mile for mile, to be found in America."

Statistics

As one of the first four or five industrial areas, Boston district plants employ 314,000 wage earners who are paid nearly $700,000,000 a year. Factory output is figured at $3,500,000,000 by the State Dept. of Labor & Industries. Over half the state's industrial wage-earners live in the area.

Labor-management teamwork is reflected in U. S. Labor Dept. data showing Massachusetts had the fewest number of "man-days" of idleness during the last war-year and first postwar year of any large industrial state, and its pre-war record was the nation's best.

Boston pioneered the industrial relations council movement by which business and labor leaders work out their problems around a conference table. Founder and director of this famed council for many years was Richard P. Doherty, now NAB employe-employer relations director, who was an economist at Boston U. in the early half of the decade.

Power, fuel and water availability have kept pace with Boston development. Three rail systems, 50 foreign and 15 domestic steamship lines, modern highways and extensive air transport provide transportation facilities. The port of Boston, with its fine natural harbor, is 200 miles nearer to Europe than New York, 1200 miles nearer to Panama and 1200 miles nearer to South America's West Coast than San Francisco; 100 miles nearer to Rio de Janeiro and Buenos Aires than Baltimore; over 300 miles nearer to Buenos Aires than New Orleans—so the city's C. of C. claims with a stack of charts nearby should anyone care to start an argument.

Boston provides almost a third of all the fresh and frozen fish consumed in the U. S.—500,000,000 pounds of edible seafood valued at more than $25,000,000. Progress

(Cont'd on Boston 6)

The Bay Area

LADIES ARE FIRST in radio departments of three Boston agencies. Left to right: Sally Larkin, v-p of H. B. Humphrey Co.; Barbara Keane, radio director, Alley & Richards; Jan Gilbert, radio director, Harold Cabot & Co.

Home-made friendships through home-town stations

No question about it — the most effective approach to any market is through a local agent. The man on the ground — who knows the grocers, the druggists, the department store and hardware merchants — has a big lead on the salesman from out of town.

A Yankee home-town station is like a local agent. It is in fact, a local business with local employees — an intimate and friendly part of daily activities. It is used by local merchants. It makes true and lasting friendships for you with these local merchants and their customers.

In each of 24 markets the Yankee home-town station delivers a regular, habitual network audience for its Yankee and Mutual programs. You can make a lot of friends for your product or service in New England by choosing Yankee as your local agent — a worker who knows and is known by the home-town people.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

(Cont'd from Boston 4)

in processing is building this industry, and industrial uses of fish are expanding.

Enjoying income rated well above the national average (13%), the state of Massachusetts boasts of the stability of its $6,000,000,000 total. Boston itself ranks second among leading American cities. The city is home of many large insurance companies and leads the nation in business handled by investment trusts. Massachusetts' per capita bank deposits are 53% above the national average.

A front-rank retail distributing center, Boston is first in per capita retail sales and second in family buying power, boasts the C. of C. Metropolitan sales are nearly 2½ billion, with almost a million in the city itself. The nearby five-county area has about two-thirds of the state's total retail sales. Per family income is rated at $5,460, called the highest of any large community in the nation, with one possible exception.

In wholesale trade Boston claims to outrank all but two cities in volume of goods sold. During the war it became the wool center of the world, handling two-thirds of the total trade in the commodity.

Large Cranberry Crops

Nearby is the world's largest cranberry section (two-thirds of the U. S. output). Though the Boston metropolitan area is primarily industrial, it grows $175,000,000 a year in retail farm products. Besides producing and processing food in large quantities, it is the nation's foremost "dining out" city, with volume of restaurant business surpassed by only two or three cities and quality of their menus surpassed by none (C. of C. claim which thousands of tourists happily concede).

Those Yankee pocketbooks jingle with prosperity, any New England businessman will gladly claim, and remind that average weekly wages of factory workers in Massachusetts reached a new high in 1948—$51.43. New England's share of the country's savings is 17%. In 1945 the buying power of families was $4,085 compared to $3,613 in the rest of the nation. Three times as many New Englanders own cars, compared to the rest of the nation. Twelve of the counties that rank in the first 100 in the U. S., in this respect, are in New England—seven in Massachusetts.

Population increase since 1940 is 7.2% compared to 6.3% for the nation. Boston's employed residential population increased 24%—five potential customers for radio advertisers where only four existed before, as one station describes it.

The volume of regional and national advertising coming out of Boston makes it a natural spot for station representative activity.

The Paul H. Raymer Co. Boston office is manned by Robert G. Foster. Edward Petry & Co. has Arthur Smith and Dana Baird is the Weed & Co. regional executive. NBC Spot Sales has an office manned by John Dodge. There are two regional representatives, Berthan Bannan and Kettell-Carter. Besides representing New England station lists, each acts as New England representative for stations outside the area.

Broadcast Advertising Inc., headed by Joseph Manning, is executive organization for the *Marjorie Mills* programs and *New England Kitchen* which are placed on New England stations.

There are several program and transcription companies, including Kasper-Gordon, Transradio, Tel-a-Vix and Ace Recording Co.

Typically New England is Yankee Network, 24-station regional which has been in the networking business over 25 years. WNAC, key station, made network history Jan. 4, 1923, when it tied into WEAF New York. Actual operation as a New England network stemmed from a WNAC-WEAN Providence, R. I., link Oct. 12, 1928.

Ever since that day, the network conceived and built by John Shepard 3d has been one of the pacesetting factors of the region. Typical was the Yankee Network News Service, started March 1, 1934, at a time when nationwide networks were only nibbling at the fringe of news broadcasting. Yankee Network Weather Service was started in 1937.

Yankee is the longtime New England leg of MBS, to which it feeds some 2½ hours of programming every day from WNAC alone. Mr. Travers is executive vice president and general manager of Yankee, now owned by the O'Neil General Tire family. Yankee's FM pioneering greatly speeded the development of that phase of radio engineering and was conducted at a cost that years ago had passed the million-dollar mark.

Now Yankee is on the air with WNAC-TV, second New England station to take up the visual medium (see separate TV story). It has ABC, CBS and DuMont network service, received over the New York-Boston microwave link. The WNAC-TV basic hourly rate will be $350, when time is offered for sale.

Boston is one of the nation's leading agency centers. Something over a dozen of the large agencies place most of the radio time, some of which is regional and national.

John C. Dowd Inc. is said to buy more time than any other local agency. Mr. Dowd, president, founded the agency a decade ago. Edward D. Parent is executive vice president and media buyer, with Charles W. Curtin, formerly in Boston radio, as radio and television director.

The Dowd agency handles the account of Jordan Marsh Co., New England's largest store and a unit in the radio-minded Allied Stores chain though it doesn't go along with many of Allied's radio projects. Jordan Marsh used spots during the summer along with news, sports and weather programs. It recently signed for an extensive news series on WEEI.

Direct selling of merchandise is the aim of Jordan Marsh radio expenditures. Between 10% and 15% of the Jordan Marsh advertising goes into radio, according to Mr. Parent. He refused to divulge the total advertising budget but around the city it was estimated at well over $1,500,000 a year.

Harold Cabot & Co. is known as the "emergency agency" because it buys heavy time during storms to recruit snow-shovelers and explain the agonies of several utility and transport clients.

Jan Gilbert, in charge of radio, buys heavily and carefully. She is one of a half-dozen feminine radio buyers and directors in the city. Just why Boston has so many feminine agency officials nobody can say, but broadcasters, advertisers and other agency officials seem to agree it's a nice idea. More important, the girls know their business.

Miss Gilbert will live forever in New England advertising circles as the originator of "Time Table Mabel," a Boston & Maine RR counterpart of the banana girl jingles. Last year Mabel was a regional by-word and became so popular that the Cabot agency had to make up phonograph pressings to meet the demand. Mabel sang engagingly on 12 stations for one minute on the charms of Boston & Maine's rail facilities.

Haviland's Success

One of the Cabot radio success stories is centered around Haviland Chocolates, which had one store four years ago and grew into a chain of 20. Haviland makes candy and supplies dealers as well. Radio is used to back up its own stores as far away as Bridgeport.

H. P. Hood & Sons dairy is one of the older Cabot radio accounts (see elsewhere in this story for details), having used WEEI's weather 10 years.

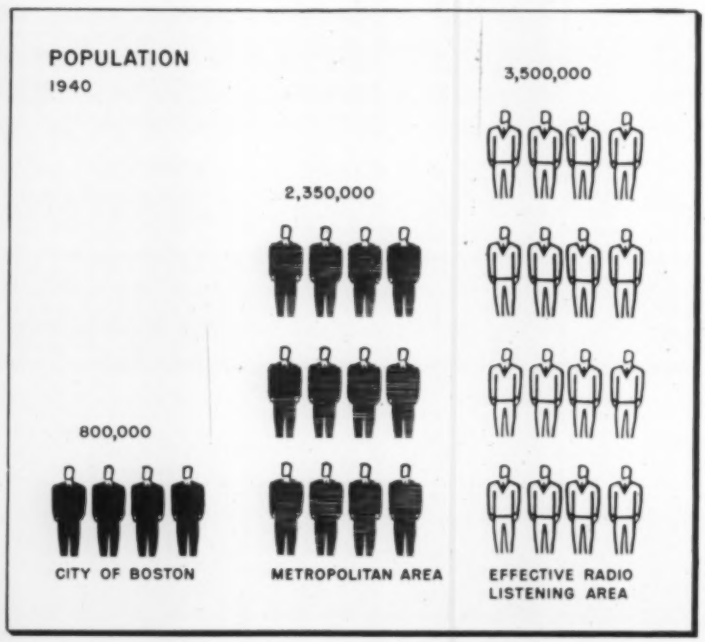
Miss Gilbert says New England "is not too radio conscious." She believes the new Radio Executives Club will promote interest in the medium.

BBDO's Boston branch has a number of radio accounts. John Wright, radio director, says New England clients are not "showmanship minded" and sometimes loath to buy locally produced programs.

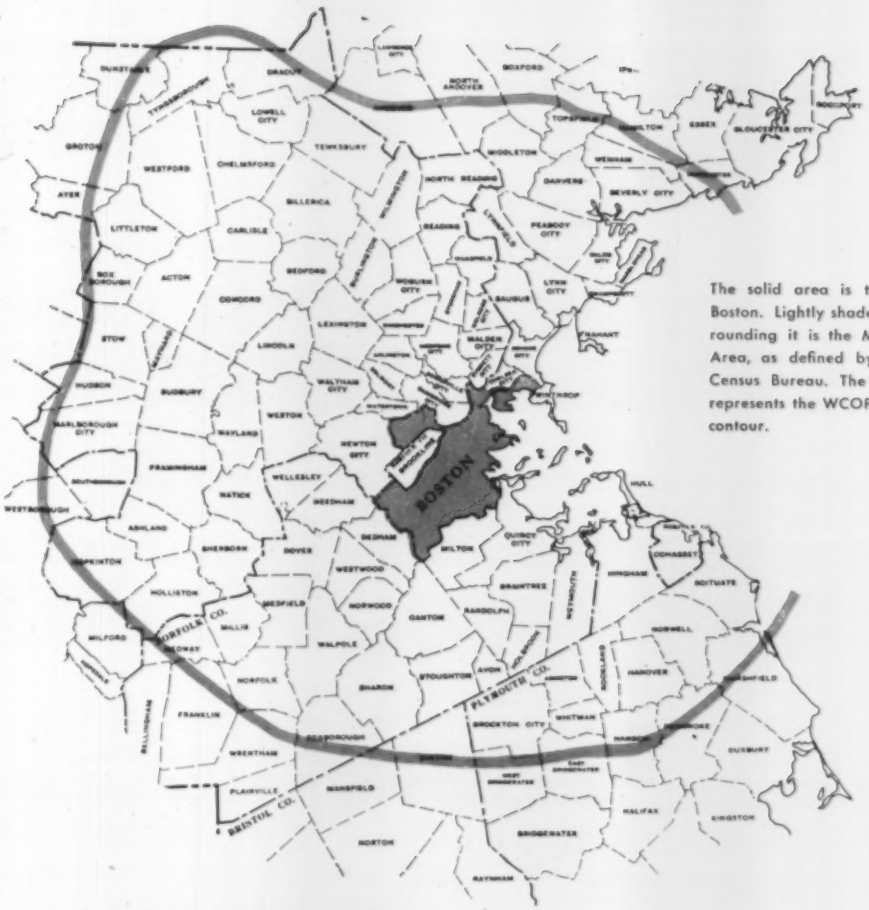
Three financial institutions are BBDO accounts and buy radio time. They are not competitive. First National Bank, a commercial bank placing big loans, uses dignified programming and has sponsored a 55-piece symphony unit comprising Boston Symphony performers. Old Colony Trust Co. has sponsored the Boston Symphony co-op program of ABC on a local basis, and Mutual Savings Bank Assn. of Massachusetts has promoted thrift on behalf of its many banks. Liberty Mutual Insurance places radio nationally.

BBDO places *Let's Go to the Games* on Yankee 6:25-6:30 p. m. for the local DeSoto dealer. R. H.

(Cont'd on Boston 10)



28% of all New Englanders live here



The solid area is the City of Boston. Lightly shaded area surrounding it is the Metropolitan Area, as defined by the U. S. Census Bureau. The single line represents the WCOP ½-millivolt contour.

This is BOSTON

Metropolitan Boston ranks FIFTH in population among the nation's metropolitan areas. It has 28% of the population of ALL of the New England states, and 58% of the entire population of Massachusetts. Over 2,600,000 people live in the 83 cities and towns which make up the area pictured above. The City of Boston (solid above) with a population density of 17,551 persons per square mile is the most densely populated city in the country, excepting only New York. In buying radio in New England, it is tremendously important to make sure that the Metropolitan Boston market is adequately covered.

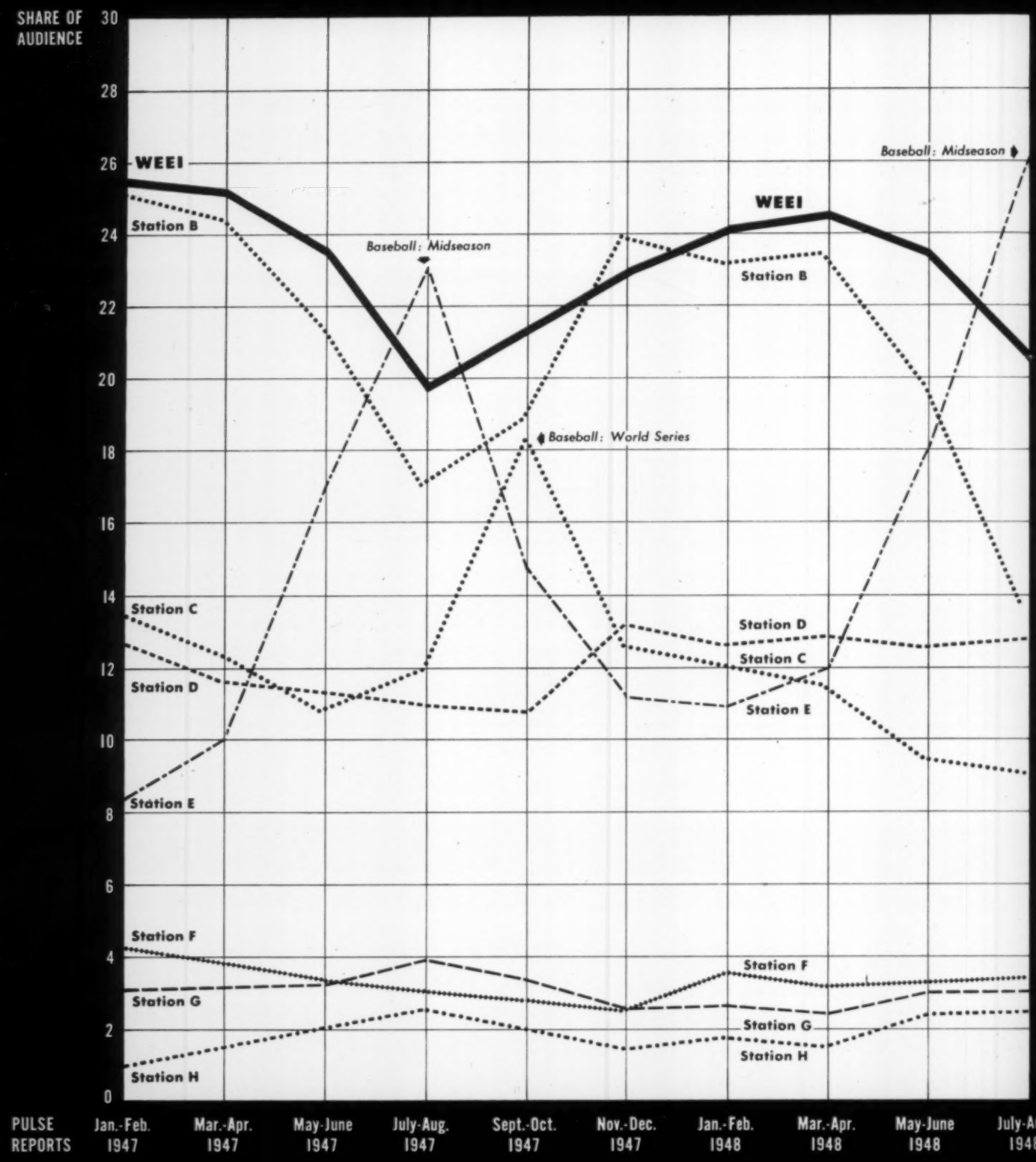
This is WCOP A COWLES STATION

Boston's most progressive radio station supplies tailor-made coverage of this rich market, with outstanding selling personalities and ABC programs, *plus* top-flight merchandising and promotion for advertisers.

Rates and availabilities from any Katz Office

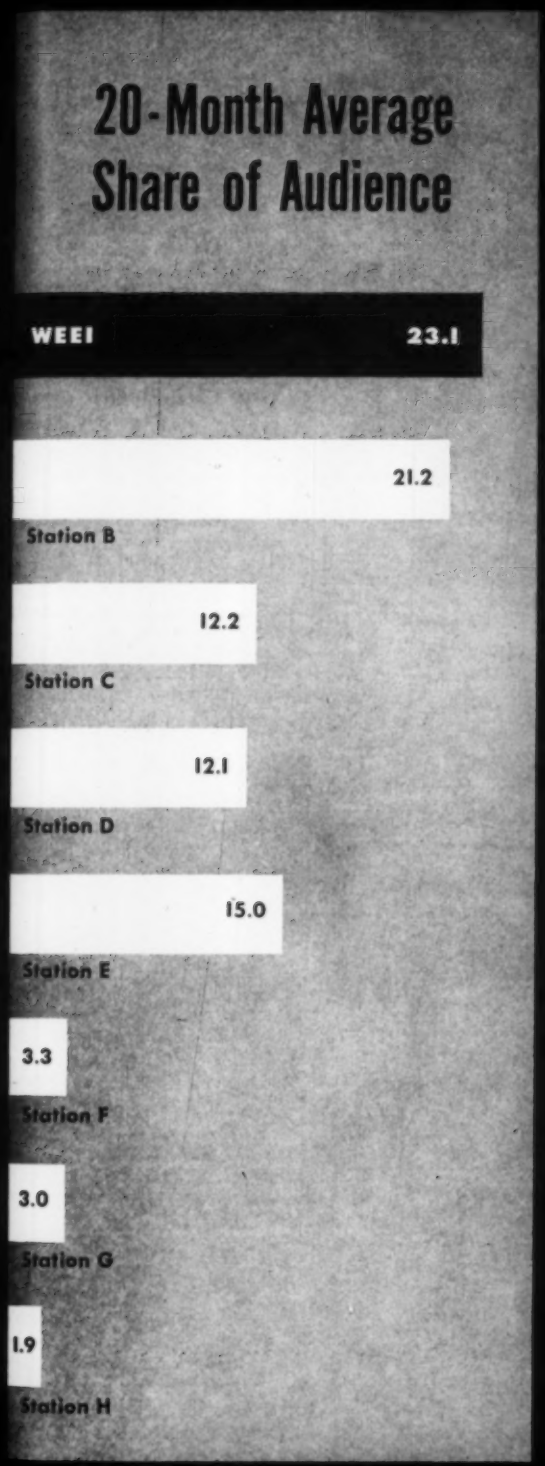
WCOP A Cowles Station • Boston's exclusive ABC outlet

PULSE OF BOSTON* Average share of station audience, 6:00 a.m. to 12:00 midnight, Sunday thro

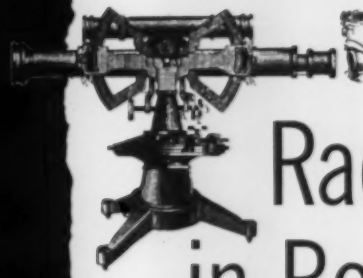


* Based on personal interviews among a cross section of the 756,360 radio homes in 5 counties—Suffolk, Middlesex, Norfolk, Plymouth and Essex

unday through Saturday, January 1947 through August 1948



Keep a sharp eye on Radio in Boston



In Boston—just as everywhere else—listening habits are subject to seasonal fluctuations. Abrupt and temporary.

That's why—as you can see—it pays to take a careful look at the relative popularity of Boston radio stations over the long pull.

When you count every minute (and all the minutes) of every day (and all the days) of every week for the past twenty months measured by Pulse since its inception in Boston, you see that—any way you look at it—WEEI is Boston's best buy!

WEEI COLUMBIA'S
FRIENDLY VOICE IN BOSTON

(Cont'd from Boston 6)

Stearns, large specialty store, buys daily 8 a. m. *CBS World News* on WEEI.

Another of the top Boston agencies, James Thomas Chirurg Co., originally was one of the five largest industrial agencies in the East but turned to general business several years ago. Mr. Chirurg has made stock available to employes and hopes they will soon own a half interest.

Director of radio is Edmund J. Shea, former Lever Bros. spot buyer. One of the active accounts is Rumford Chemical Works, selling Hearth Club and Rumford baking powder. Rumford spends 30-35% of its budget on radio.

D'Arrigo Bros., marketing Andy Boy fresh and frozen vegetables, buys time on the East and West Coasts, where these products are most popular. A newspaper account for two years, the D'Arrigo brothers are now almost entirely radio users.

New England's terrain and coastline, coupled with the traits of the populace, tend to make time buying difficult in the area, Mr. Shea says. He finds a tendency among some agencies to buy mostly one station.

Sally Larkin, of H. B. Humphrey Co., is another of the group of feminine buyers. Miss Larkin's billings are impressive and selective. She is vice president and assistant radio director of the agency, with William Eynon radio director in the New York office. Mr. Eynon is busy just now preparing for the start of a new network program sponsored by The National Council of the Protestant Episcopal church called *Great Scenes From Great Plays* to begin Oct. 1. Humphrey is rated as one of the top three in Boston network billings.

Church Accounts

Two Christian Science church accounts are placed out of the Boston agency. The *Christian Science Monitor* has an ABC network program, Tuesday at 9:30 p. m., titled *The Monitor Views the News* handled by Walton Butterfield, another vice president.

The church is in its fifth year of radio and sponsors a transcribed series *Proof That Christian Science Heals* as a straight time purchase on about 200 stations plus a number of stations that carry the program sustaining. The transcriptions follow a dignified format, with no money appeal. Both of the accounts are exclusively radio.

Earlier this year H. B. Humphrey moved an enormous amount of fish for the Gloucester Red Fish Assn., using women's shopping programs and some newspapers. Radio was "terrific," Miss Larkin says.

Miss Larkin believes there is room in radio to get more human interest in copy.

At Alley & Richards, another large Boston agency, the buying is entirely a feminine matter. Barbara Keane recently was named radio director, with Mary Pengilly the agency's media manager.

Kennedy's stores, with 10 outlets in New England, are the largest men's wear retailers. Carrying out tradition, the stores feature national brands and remind listeners that their fathers and grandfathers bought at Kennedy's. Recently radio has been used to build up Kennedy's as a family store, five outlets now having women's departments and six having boy's shops.

Miss Keane likes newscasts. "News is a wonderful vehicle for retailers," she says, reminding that Jordan Marsh and Stearns also buy these programs. "People who listen to news are the consumers of retail merchandise. Radio seems an expensive medium to many Boston stores, but it's good when they use it."

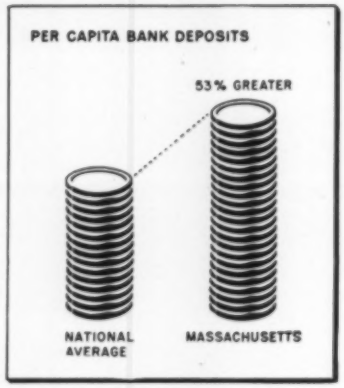
Other Agencies

Helen Horrigan is radio director at Chambers & Wiswell, one of the region's leading agencies, with Charles F. Hutchinson, vice president, active in time buying as media director. The agency is nearly 30 years old.

John E. Cain Co., Cambridge, has been promoting regionally its salad dressing on women's service programs by means of a recipe contest. Newspapers also have been used.

The *Boston Post* buys programs and announcements on a number of stations in Boston and regionally. Gilchrist Co., large department store, buys some Boston spots and likes the medium, but concentrates on newspapers. Gilchrist uses the Caroline Cabot program on WEEI, and has promoted its summer furniture sale by radio.

Harry M. Frost Co., founded in 1915, gained national fame two years ago when Karl M. Frost, son of the founder, devised the "Had Enough" GOP political slogan for local use. It caught on, and became the 1946 GOP theme. Harvey P. Newcomb is radio director of the agency. Eldred & Barbo, Stone, Mass., furniture store, is a big outlet and a big radio user. In fact, the store won't use anything but radio, having built up a fine business during the war when



gasoline was scarce by buying Boston time. Located 18 miles out, the store grew rapidly after it started in radio.

Several Boston hotels buy radio time through the Frost agency. National Cranberry Assn. uses *Marjorie Mills* in New England for its Ocean Spray cranberries. The Boston Braves, a first-place contender all season, uses musical transcriptions and announcements. Campbell - Fairbanks Expositions Inc. buys announcements in a number of cities for its expositions.

Herbert S. Stern, radio director of Hirschon-Garfield, has a long list of radio accounts. One of the successful promotions is that of Leopold Morse Co., Boston men's store, buying a 10-minute sports strip five nights a week and its Saturday morning sports school. A thousand youngsters a week attend the show, getting their tickets at the store. Often parents pick up the tickets or accompany the boys, creating store traffic and providing a fine mailing list.

Cynthia Sweets chocolates buys Boston and New England spots but is off in the summer. The market area includes New York State. Molineaux Wines buys spots all over New England and plans a heavy autumn campaign.

Mr. Stern feels more retailers should accept radio. Retailers are impressed by merchandising aids, he says, noting many Boston stations don't do much of this.

McCann-Erickson maintains a Boston branch in charge of Watson M. Gordon, vice president. Principal radio account is John Hancock Mutual Life Insurance Co., which last spring sold $6,000,000 worth of life insurance in a five-month dramatic series, *Point Sublime*, on 87 ABC stations. The company is working on plans for a possible network series this winter, but decision will not be reached until October. John Hancock had used a symphonic series briefly in 1947.

Oldest account at one of the oldest Boston agencies is Alles & Fisher, cigar maker, which Lester B. Hawes has handled for a quarter-century. And oldest Alles & Fisher broadcast is the baseball review on nine Yankee Network stations, using several voices and recreating a highlight inning.

The Hawes agency recently wound up a $20,000 prize contest for 63 Cigars, with 14,000,000 cigar bands carefully counted.

Mr. Hawes believes the Berwick Cake Co. musical clock quarter-hour on Yankee is one of the oldest programs in Boston. Last year the Hawes agency took over the account of William Filene & Co., largest women's specialty store with suburban branches. The store is using spots in the metropolitan area.

Filene's Test

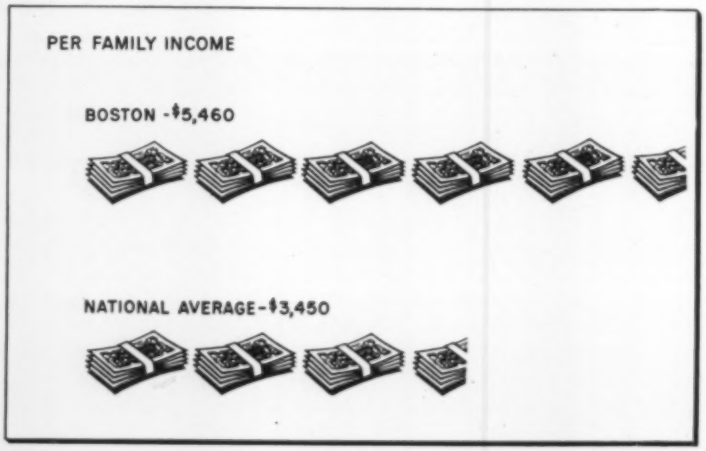
Last December Filene's conducted an extensive TV experiment, staging telecasts from all its store windows and drawing huge crowds. Filene's feels it missed the boat on broadcasting but won't on the new visual medium. The store allots only 1% or 2% of its advertising budget to radio, but plans to spend "plenty" on television.

Mr. Hawes feels that newspapers have the strongest pulling power for stores and are built and tailored specifically for the benefit of the advertiser.

Newest major entry in the Boston agency field is Hoag & Provandie. The agency goes in heavily for radio. Its outstanding radio attainment centers around the Massachusetts Dept. of Agriculture campaigns to move fresh produce when it is in heavy supply.

Using one-minute spots, the state reaches the housewife as she prepares to start her morning shopping. The spots tip off housewives to bargains and help growers by building up a demand and avoiding distress selling.

Hoag & Provandie uses most of the local stations and handles national placements as well. Hackers Ale is promoted regionally. Golden Dot fishing line is promoted on two stations. The Sundial shoe account of International Shoe Co. extends to 42 stations. Boston *Herald-Traveler* radio extends as far as Portland. Red Cap household products and Whittermore shoe polish are placed over a wide area. The agency handles local Sealtest cutins for Deerfoot Farms.



STATIONS

Background, Personnel of Outlets

WEEI

SINCE it's first squeal Sept. 29, 1924, WEEI has been located in the Edison Bldg. It operates on 590 kc with 5000 w fulltime. Basic card rate is $525 an hour.

H. E. Fellows
Gen. Mgr.

WEEI is as Bostonian as Boston itself. Owned by CBS, it is managed by Harold E. Fellows who assumed direction 15 years ago. He also is CBS director of New England operations. He also is—but a list of the things Harold Fellows "also is" would fill columns. He belongs to dozens and dozens of civic and business organizations, and is or has been an officer of most of them. He is an ex-radio entertainer, salesmen agency executive and vaudeville performer.

The station was started by Edison Electrical Illuminating Co., with 500 w power on 860 kc. Since its inception it has been the "friendly voice of Boston" and a personality station. Its firsts include a shopping service type of program started by Caroline Cabot 22 years ago and still on the air. Kussell Furs has been on continuously since 1928. WEEI's weatherman (see elsewhere in this study) E. B. Rideout has been at WEEI 23 years.

In its early days WEEI was an NBC Red station, moving to CBS in 1936 whan that network leased the station from Edison. Power was increased from 1000 w to 1000 w night and 5000 day after CBS took over, going to 5000 w fulltime in 1940. CBS bought the station in 1942.

WEEI uses as little recorded material as possible in line with its personality tradition, having 145 minutes of live programming before 9 a. m. Sunrise patter men are Carl Moore and Rav Girardin. Jesse J. Buffum is WEEI's agricultural ex-

(Continued on Boston 12)

TV IN THE HUB

Two Already Operating

BOSTON is television conscious, with two stations having been on the air several months. The stations are WBZ-TV, started May 29, and WNAC-TV, which took the air in June.

Both have conducted what they describe as informal operations, with formal dedications planned this autumn.

While the operations haven't been blessed with the ritual of official dedications, they have progressed rapidly from a technical standpoint and the Boston visitor soon notices the rooftop antennas. By midsummer there were over 15,000 TV sets.

WNAC-TV is housed in Yankee's studios, which have been rebuilt to accommodate the new operation. The station wasn't offered to sponsors during the summer but plans were under way to sign sports sponsors during the autumn.

WNAC-TV and WBZ-TV have been sharing local baseball games, and the fact that the city led both leagues much of the time stirred interest in the visual medium.

Linus Travers, directing WNAC-TV along with WNAC and Yankee Network, said the station likely will charge about $350 an hour. It has three network affiliations—ABC, DuMont and CBS, getting all their programs and receiving transmissions via the micro-wave New York-Boston link.

WBZ-TV, Westinghouse owned and operated, is housed in one of the most elaborate plants in the East. It was to be completed some time this month. Studio, mechanical and engineering facilities are modern and well equipped. The station belongs to the NBC video network.

W. C. Swartley is directing the Westinghouse TV, AM and FM operations. A 2½-hour campaign has been sponsored all summer by National Shawmut Bank of Boston, including *Sunday Newsteller*, *Nightly Newsteller* and a weekly film [BROADCASTING, Aug. 2].

WBZ-TV as the first TV station in New England is understood to have started with a rate of around $125 an hour. The new plant is located on a 10-acre tract three miles from the center of Boston adjoining Harvard Stadium. The 656-foot tower is a landmark.

Other Boston stations are television minded, with a flock of applications for the lone remaining channel. WCOP planned its studio and transmitter facilities to accommodate TV and is an applicant for Channel 9. WNAC-TV is on Channel 7 and WBZ-TV on Channel 4.

WHDH proposed a reallocation plan by which a new TV channel could be pried into the lower portion of the band. Other applicants for Boston TV include WEEI, Columbia owned station; 20th Century Fox; New England Television Co., with Alfred Demaris as president; Boston Metropolitan Television Co., headed by Ira Hirschmann; New England Theatres Inc. (Paramount); Raytheon Mfg. Co., Waltham.

The two TV stations now on the air receive network service from New York via the reversible microwave link. The stations schedule their use of the facility well in advance.

the Crest of QUALITY in a Quality MARKET

WBMS . . . broadcasting the world's most beautiful music . . . caters to the world's most discriminating listener . . . the "properly brought-up Bostonian."

WBMS . . . Boston's only classical music station uniquely delivers a loyal, first-class audience . . . representing a powerful, influential, merchandisable market.
When it's quality that counts . . . you can count on

WBMS . . . Boston's "quality station"!

1090 ON YOUR DIAL

35 Court Street Boston 8, Mass.

Represented by
Lorenzen & Thompson, Inc.,
New York, Chicago, Detroit,
Cincinnati, St. Louis

WPIT - WSTV WFPG - WKNY
WBMS

(Cont'd from Boston 11)

pert and puts on the New England Almanac to which farmers and others are invited for luncheon discussions. Frederick Garrigus, program director, has developed public service campaigns for all New England, with emphasis on cooperation with schools.

WEEI took the air in July with an FM satellite, 20,000 w on 103.3 mc. Space on the Medford tower has been reserved for TV if its application is granted.

Jordan Marsh, R. H. Stearns, Kennedys, Filenes, large retailers, have used WEEI extensively. Jordan Marsh recently contracted for the largest block of news programs in the station's history. Using the CBS morning news, the store has been especially successful in selling women's coats (100 $35 coats moved after one broadcast), children's clothes, towels and similar items.

WNAC

WNAC, 1260 kc 5000 w, has a card rate of $440 an hour. Founded July 31, 1922, it started operating in a two-room studio in a Boston department store with two announcers, a control man and a clothesline antenna. Ownership of WNAC, Yankee Network key station, passed in 1942 from the Shepard mercantile family to the O'Neill General Tire family. John Shepard 3d, one of broadcasting's elder statesmen, still is board chairman of WNAC and Yankee with Linus Travers as executive vice president and general manager of Yankee and vice president, general manager and commercial manager of the WNAC properties. William O'Neil is president of Yankee and WNAC, with Thomas F. O'Neil vice president.

WNAC has always been network minded. It claims a hookup with WEAF Jan. 4, 1923, was the first chain broadcast. Other pioneering claims: First complete opera, Feb. 7, 1924; first play-by-play major league baseball coverage in 1924; boxing bout Feb. 14, 1924; used by both sides in 1924 Coolidge-Jackson gubernatorial battle; set up independent radio news service (Yankee Network News Service) in 1934, and now has own Washington staff; extensive weather service, begun in 1938; trail-blazed use of single tower, vertical half-wave antenna, live-dead end studios and dynamic microphones; installed permanent lines to WEAN Providence in 1928 when Yankee network was born; early user of audience surveys and sponsored first Audimeter survey well over a decade ago.

Linus Travers
Gen. Mgr.

WNAC is an MBS outlet. Cedric Foster and Bill Cunningham originate MBS newscasts there. Mr. Foster was sent to the Pacific during the war, Mr. Cunningham to Europe.

Yankee invested vast sums in Armstrong FM experimental stations in the early 30s, building WMNE atop Mt. Washington, just dropped, and WGTR in Paxton, Mass. It has an FM outlet in Boston, WNAC-FM. (See separate television story page 11.)

Yankee Network Institute was started in December, 1946, by Mr. Travers to sell New England culture to New Englanders. The station has been accorded wide acclaim for this public service series.

WBZ

WBZ has a basic hourly Class A rate of $560, using 50,0000 w on 1030 kc. First station in New England—it started Sept. 19, 1921—and second in the world to offer a regular scheduled program service, according to its official history, it shared early radio history with its sister station, KDKA Pittsburgh, creature of the late Dr. Frank Conrad, Westinghouse assistant chief engineer.

W. C. Swartley
Manager

Since Westinghouse started WBZ on 360 meters with 1,500 w input, the station has recorded such achievements as concerts by Mme. Louise Homer (February, 1922); educational programs under auspices of Massachusetts Dept. of Education (October, 1923); hockey (December, 1924); broadcast to pilots in International Balloon Race picked up over Amsterdam, Holland (June 1925); Boston Symphony (January, 1926).

WBZA joined WBZ as the Boston outlet Nov. 12, 1924 and the two stations were synchronized on the same wave June 9, 1927. This synchronization remains in effect, though the stations switched locale March 13, 1929, WBZ studios and transmitter moving to Boston and WBZA to Springfield.

WBZ hooked up with WJZ in November, 1925, and formally joined NBC Blue network Jan. 1, 1927, moving to the Red in 1942.

Also an FM pioneer is WBZ, which started W1XSM "special emission" broadcasts in 1939, programmed from WBZA. W1XK was added in 1940, broadcasting from WBZ studios. Also a part of the Westinghouse Boston operation is shortwave station WBOS, beamed to Europe and Latin America. WBOS carried 12 hours of programming a day in World War II.

Last June 20 WBZ moved into its new ultra-modern Radio & Television Center, a 10-acre tract at 1170 Soldiers Field Road, three miles from the center of Boston. The Center houses all studios and offices of WBZ, WBZ-TV, WBZ-FM and WBOS, and is one of the sightseeing attractions of Boston. WBZ's transmitter remains at Hull. Station manager is W. C. Swartley.

WMEX

MEANS

EXTRA

SALES

IN BOSTON

WILL MEAN EXTRA SALES IN BOSTON

WCOP

WCOP, with 5,000 on 1150 kc, is one of the Cowles group, having been purchased in 1944 from Harold A. LaFount, former FCC Commissioner, and George and Sanford Cohen, all associated with Arde Bulova. A year later the station got a power boost from 500 w and became the Boston affiliate of ABC.

Craig Lawrence
General Manager

A half-million dollars was spent in new transmitter and studio facilities. Studios were moved from the Copley Plaza Hotel to the modern New England Mutual Bldg., with 22,000 square feet of space of which 14,000 is used for AM and the remainder held for FM and TV development. Transmitter site at historic Lexington was picked with FM and TV in mind. FM plans call for an autumn inaugural, with an application filed for TV Channel 9.

Emphasis has been placed on programming and promotion, under management of Craig Lawrence, broadcaster of wide experience. Total operating expense of Program Dept. alone last year exceeded entire station cost prior to purchase by Cowles.

Varied list of personalities features programming. Among favorites are Ralph M. Barker, the "Old Salt," whose weather reports are widely followed; Mildred Bailey, women's features; Ranny Weeks, disc jockey; Howard M. Malcolm, morning man; Chuck Crosby, Sports; Ron Cochran and Jack Chase, news, and others.

The station follows a formula of block programming of local shows to fit the ABC network features. Gene King is program director, Harry Goodwin heads promotion and publicity.

WVOM

The Voice of Massachusetts

1600 KC • 5000 Watts

Tops on the Dial
Tops in Entertainment
24 Hours A Day

•

New England's Only
24 Hour Station

•

GREATER BOSTON'S GREATEST INDEPENDENT

Telephone: Beacon 2-5650

Harvard St.—Brookline

WHDH

WHEN WHDH was founded in 1926 by Capt. John J. Matheson and his son Ralph, of Gloucester, the station used 100 w with call letters WEPS. It is now building a 50 kw transmitter for its 850 kc clear channel and plans to go on the high power soon. Present card rate is $225 an hour, with 5,000 w power.

W. B. McGrath
Managing Dir.

Call letters were changed to WHDH in 1929, power was boosted to 1000 w and studios were opened in Boston. In 1933 the station moved to Saugus, with studios in the Hotel Touraine, Boston. From June 1942 to June 1945 WHDH was a Blue and ABC affiliate, becoming an independent shortly before purchase by the present owners, Fidelity Broadcasting Corp., a subsidiary of the Boston Herald Traveler Corp. William B. McGrath became managing director in early 1946 and studios were moved later in the year to the present location, 6 St. James Ave.

Interim FM operation started last March 31. A new FM antenna is in place 580 feet above the city atop the unfinished John Hancock Bldg., and will be put in operation when building construction permits. WHDH has no immediate TV plans pending FCC allocation hearings.

Billings in June, 1947, rose 230% over the same period a year before when the station had just gone under the new management. June, 1948, billings rose 319% over June, 1946. Number of national advertisers quadrupled in the two-year period with total number of sponsors increasing from 87 to 135.

WBMS

FOUNDED in November, 1946, by Templetone Radio Mfg. Corp., WBMS last July became a member of the Friendly Group Radio Stations under John J. Laux, managing director. It is a 1000 w daytime outlet on 1090 kc with basic hourly rate of $150.

K. A. Foellinger
Manager

Featuring fine music, public service programming and hourly newcasts, the station claims a high-income discriminating audience as well as a substantial college student following. It won a 1947 Peabody award for programming 85% of its time to good music. It's slogan is "Boston's Quality Station."

Over 3,000 paid subscribers take its monthly program schedule, which gives musical selection, artist and composer for principal programs.

Offices are at 35 Court St., where both AM and FM operations are centered. Transmitter is at Fifth St., Medford. Provisional license for a 20,000 w FM operation is in progress, with present power 3 kw. The station has no television plans. Department store users include Jordan Marsh Co., William Filene & Sons Co., Gilchrists and R. H. Stearns Co. The Stearns campaign, in its second year, is said to have carried Symphony Sheer Hosiery far above any other brand through exclusive WBMS promotion.

WORL

LOCATED at 216 Tremont St., WORL operates on 950 kc with 1000 w daytime. Basic rate is $150 an hour.

President of WORL is Harold A. Lafount, former FCC Commissioner and long associated with Arde Bulova. George Lasker is general manager; Ashley Robison, assistant manager; Robert Perry, program manager; John Parker, chief engineer.

The station was started in 1926 by Robert W. Babson, financial adviser, as a hobby but he eventually sold it in 1935 to Crockwell, Phenon & Eynon, purportedly in the belief that radio's financial future was a bit dubious. In 1937 Mr. Lafount, along with George and Sanford Cohen, attorneys, bought the station.

Programming emphasizes popular music and news on the hour. The *920 Program* occupies most of the day. Public service programming includes the oldest traffic safety series in Boston, conducted with cooperation of the police and directed by Fred Bailey. *Hollywood Sound Stage* is conducted by Mary Ruth. Hit tunes are played on a Sunday afternoon feature.

WMEX

WMEX operates on 1510 kc with 5 kw fulltime with basic rate of $250 an hour. The station was founded in 1934 by Northern Corp. Officers are William S. Pote, manager and treasurer; Alfred J. Poe, technical director; John E. Reilly, president since the start; George Kaplan, assistant to William S. Pote since the station took the air.

Originally WMEX was a 100-250 watter, getting its power boost shortly before the war. Alfred J. Pote was active in development of loran and radar during the war. He is a research fellow at Harvard.

Studios are loccated at 70 Brookline Ave., Boston, with transmitter at Quincy. The stations schedule features sports, news, weather, disc

(Cont'd on Boston 14)

Boston Agencies Know New England - and 18 Boston Agencies representing over 25 New England Advertisers use WNBH to reach the big New Bedford Market

WNBH dominates New Bedford with a share of audience greater than all other stations combined!

WNBH

BASIC ABC FOR SOUTHEASTERN MASSACHUSETTS

AFFILIATED WITH WOCB, CAPE COD

REPRESENTED BY THE WALKER CO.

(Continued from Boston 13)

jockeys and classical music. An Italian program is broadcast daily, 12-1:30 p.m. An FM application has been filed at the FCC.

WLAW Lawrence

WITH A 50 kw signal on 680 kc, WLAW has its headquarters in Lawrence, with sales office and studios in Boston and studios in Lowell. The transmitter is located at Burlington, described as 11 air miles from the center of Boston Common. WLAW is an ABC affiliate and has a basic hourly rate of $400.

H. B. Morrill
Gen. Mgr.

The station took the air Dec. 19, 1937, having been founded by Alexander H. Rogers, publisher of the *Lawrence Daily Eagle and Evening Tribune*. His son and publishing associate, Irving E. Rogers, was the first general manager. The station started with 1000 w day, increasing to 500 w fulltime Dec. 1, 1940, and going to 50,000 w April 20, 1946. An interim station has been operated since Nov. 10, 1947 and the station is a TV applicant.

Typical WLAW feature is *This Week in the State House*, in which state officials take part. News, sports, children's program and music are featured. The station has a staff orchestra and mixed chorus of 50 voices. An amateur program has been carried every Sunday since the station opened in 1937.

Irving E. Rogers became president and treasurer of Hildreth & Rogers Co., operating the station, when the elder Mr. Rogers died in 1942. Harold B. Morrill became general manager in 1946. The staff includes David M. Kimel, commercial manager; Nona Kirby, regional sales manager; James T. Mahoney, program and production manager; Fred A. Sullivan, publicity director, and George A. Hinckley, chief engineer.

WTAO Cambridge

NEWEST ENTRY in the metropolitan area is WTAO Cambridge, 250 w on 740 kc daytime. The station is known as WTAO-740 because the letters TAO have been shaded by artistic devices to serve both as letters and the numerals 740.

Paul Perrault
Manager

Program policies have been altered to encompass the metropolitan Boston area after analysis of the mail count. Present owner is Harvey Radio Labs., but the station is in process of transfer to Middlesex Broadcasting Co. Temporary studios are at 447 Concord Ave., Cambridge.

Basic hourly rate is $100. WTAO is a musical station, with hourly news.

WBET Brockton

LOCATED in Plymouth County, embracing all the land 20 miles south of Boston to the Cape Cod Canal, WBET Brockton is a 250 w daytimer on 990 kc with 1000 w application on file. It was opened in late 1946 and is owned by Enterprise Publishing Co., publishers of the *Brockton Enterprise - Times*. Basic hourly rate is $60.

C. A. Fuller
Manager

WBET-FM was opened last July as a Class A outlet with 800 w radiated power on 97.7 mc.

News programs and broadcasts for women are featured. Population of the trade area is 182,000. Main towns are Rockland, Bridgewater and E. Bridgewater, Stoughton, Whitman, Randolph, Easton, Middleboro and Abington.

Main industries are W. L. Douglas Shoe Co., George E. Keith Co. (Walk-Over shoes), Barbour Welting Co., Chas. A. Eaton Co., Knapp Bros. Shoe Mfg. Co., Stone-Tarylow Co., London Clothing Co., King Clothing Co., and United Yarn Co. Station estimates wage earners in the area at 43,000, with $1,300,000 monthly payroll. Retail outlets have sales over $40,000,000, it is claimed. Department store users are Fraser's and McCarthy's.

Studios are located at 60 Main St., Brockton, with transmitter at West and Belmont Sts. Charles A. Fuller is station manager.

WCRB Waltham

WCRB took the air Jan. 30, 1948, 45 days after its permit was granted by the FCC. Locally-made Raytheon equipment was installed throughout. Transmitter is located near converging town lines of Waltham, Newton and Weston, with studios at 4 Gordon St., Waltham, and 815 Washington St., Newton. Power is 500 w on 1330 kc, daytime, but application has been made for 1000 w. Basic rate is $50 an hour and $5 a spot.

Coverage of a dozen adjacent communities is claimed, including Newton, Wellesley and Watertown.

Waltham alone has population of 43,500 with retail sales of $20,000,000 and manufactures of the same amount.

Frequent newscasts are featured, half the material gathered by the station's own news staff. Local events are covered extensively. School systems of eight communities took part in a daily school program, including pickups from the schools.

A number of department stores use the station, according to Deuel Richardson, station manager.

Charles River Broadcasting Co. operates WCRB. It is a partnership of John R. Hoffler, former Washington, D. C., bottler; L. P. Liles, former Washington real estate broker, and Richard C. O'Hare, for some years an FCC attorney and then in private practice. FCC has been asked for consent to transfer Mr. Hoffler's interest to Mr. Richardson who has been manager since the outset.

WESX Salem

WESX is "the only fulltime radio station on 100 miles of Atlantic seaboard from Boston to Portland, Me.," according to Charles W. Phelan, president. It was founded in 1939 by Charles W. Phelan, in radio back in the '20s with John Shepard 3d and general sales manager for Yankee Network until 1938. With 250 w on 1230 kc, the station has a basic hourly rate of $75.

The operation is geared to needs of 13 contiguous cities and towns with acceptable reception claimed over an area with 91,000 radio homes and 354,000 population. Salem is rated in dollar volume as second per capita retail shopping center in Massachusetts, with 92% of the WESX income from North Shore retailers. Foreign language programs are accepted and co-op programs are popular.

WLYN Lynn

WLYN, daytime station in nearby Lynn on 1360 kc with 500 w, reminds that up to December 1947, Lynn was the only city of 100,000 without its own radio station. Basic rate is $100 an hour. Founder and president is A. M. Morgan, who has been in radio since 1919 when there was nothing to sell but crystal sets and earphones. He was in the manufacturing end until 1927 when he went into shortwave and mechanical television.

A. M. Morgan
President

He broadcast mechanical television until 1933, meanwhile experimenting with electronic methods. He operated a radio school and claims his Kenmore Square TV theatre in 1938 was first in the U. S. He left managership of a Boston station in 1946 to apply for the Lynn CP.

Over $100,000 was invested in WLYN, but it was out of the red last spring after four months operation despite its staff of 30. Boston is less than 10 air miles away. Studios and offices are in Central National Bank Bldg., with transmitter at Fox Hill Bridge. The station has a CP for FM.

WVOM Brookline

WVOM is one of the newer stations in the Boston area, having taken the air June 13 with 5,000 w on 1600 kc fulltime. Basic rate is $150 an hour.

Studios are in Brookline and Boston, with two more being added in Newton and Wellesley. Transmitter is in Newton. The station features live programs, many of which are remotes. Daily baseball program features Eddie Stanky, Boston Braves star. FM and TV are included in eventual plans, as well as facsimile.

B. Bartzoff
Gen. Mgr.

Benjamin Bartzoff is executive vice president and general manager. He originally was on Buffalo stations, including WGR and WKBW. John C. Pappas, wholesale grocer and sportsman, is president. Max Hoffman, overall manufacturer, is treasurer, with Abraham Weisberg, business manager of the *Jewish Advocate*, assistant treasurer. Commercial manager is Fred Cusick, formerly of WCOP and WBET. Ken Wheeler, formerly of Yankee Network, is program director. Ervin Crandell is chief engineer.

WKOX Framingham

WKOX was started last year by three Navy veterans, Richard E. Adams, Albert A. Anderson and James H. Shoemaker. Mr. Adams formerly was officer in charge, Radio Section, Office of Public Information, Navy Dept., in Washington, and Mr. Shoemaker was attached to the same office. The station operates on 1190 kc with 1000 w daytime. Basic rate is $90 an hour. It is located midway between Boston and Worcester (21 miles from each).

Emphasizing local news and sports, the station has sold most of its high school football games to local banks. A Sunday afternoon forum, *Our Town*, gives listeners a chance to phone in questions for the panel to answer.

WJDA Quincy

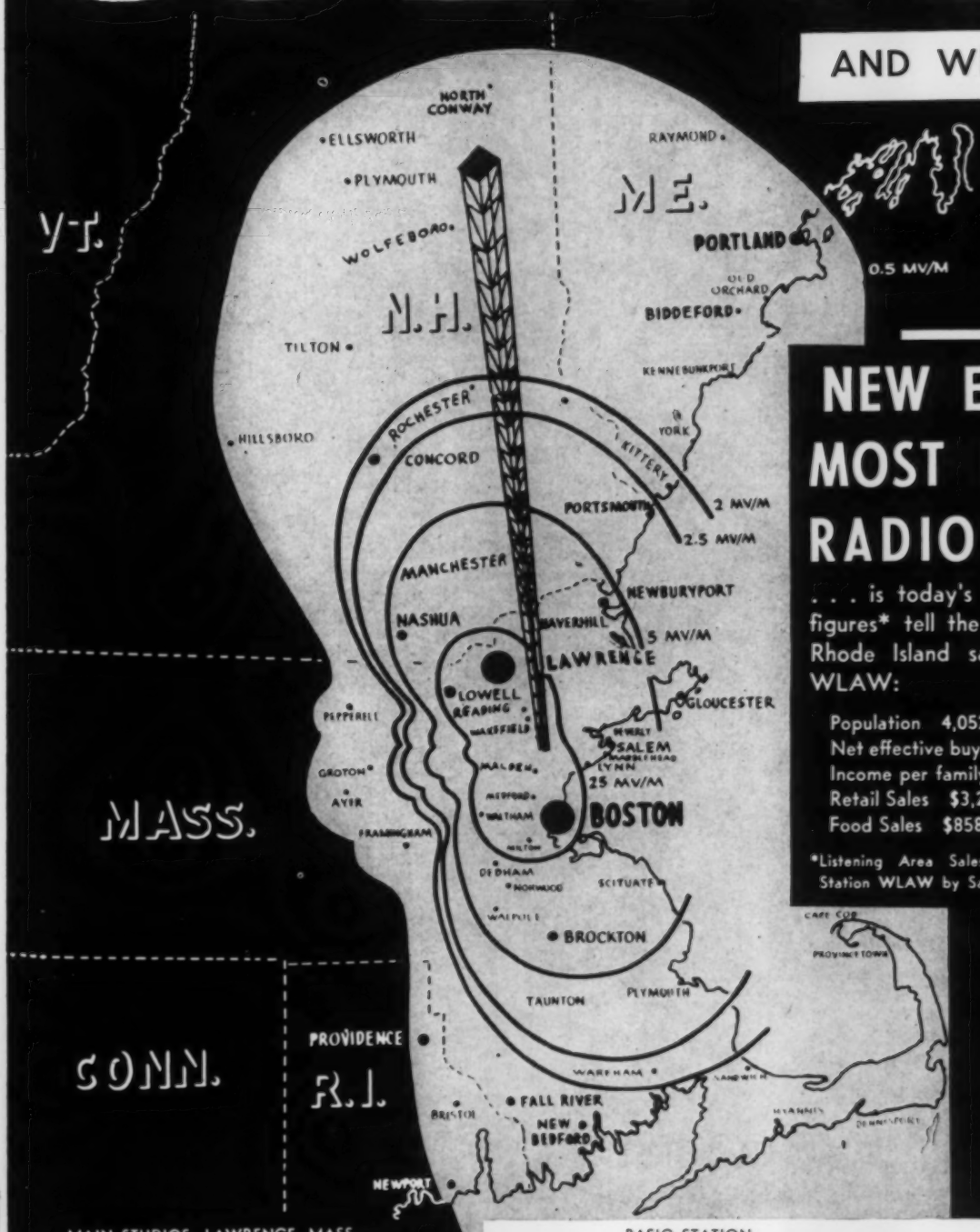
OPERATING with 1000 w daytime on 1300 kc, WJDA has studios in downtown Quincy and transmitter on the Quincy Bay marsh. Basic card rate is $60 per hour.

James D. Asher, former Army public relations officer at Fort Devens, Mass., conceived the project during the war. In January last year he teamed with Joseph H. Tobin, former WINS New York announcer, to form South Shore Broadcasting Co. CP was granted in mid-August 1947 and the station took the air for tests 21 days later. Formal debut was Sept. 11.

TWO STAFF CARS are maintained by Messrs. Tobin and Asher for special events and station business.

WLAW

AND WLAW-FM



NEW ENGLAND'S MOST POWERFUL RADIO STATION

. . . is today's Best Buy. The following figures* tell the story of the Maine to Rhode Island sales area blanketed by WLAW:

Population	4,052,200
Net effective buying income	$4,666,248,000
Income per family	$4,250
Retail Sales	$3,263,411,000
Food Sales	$858,354,000

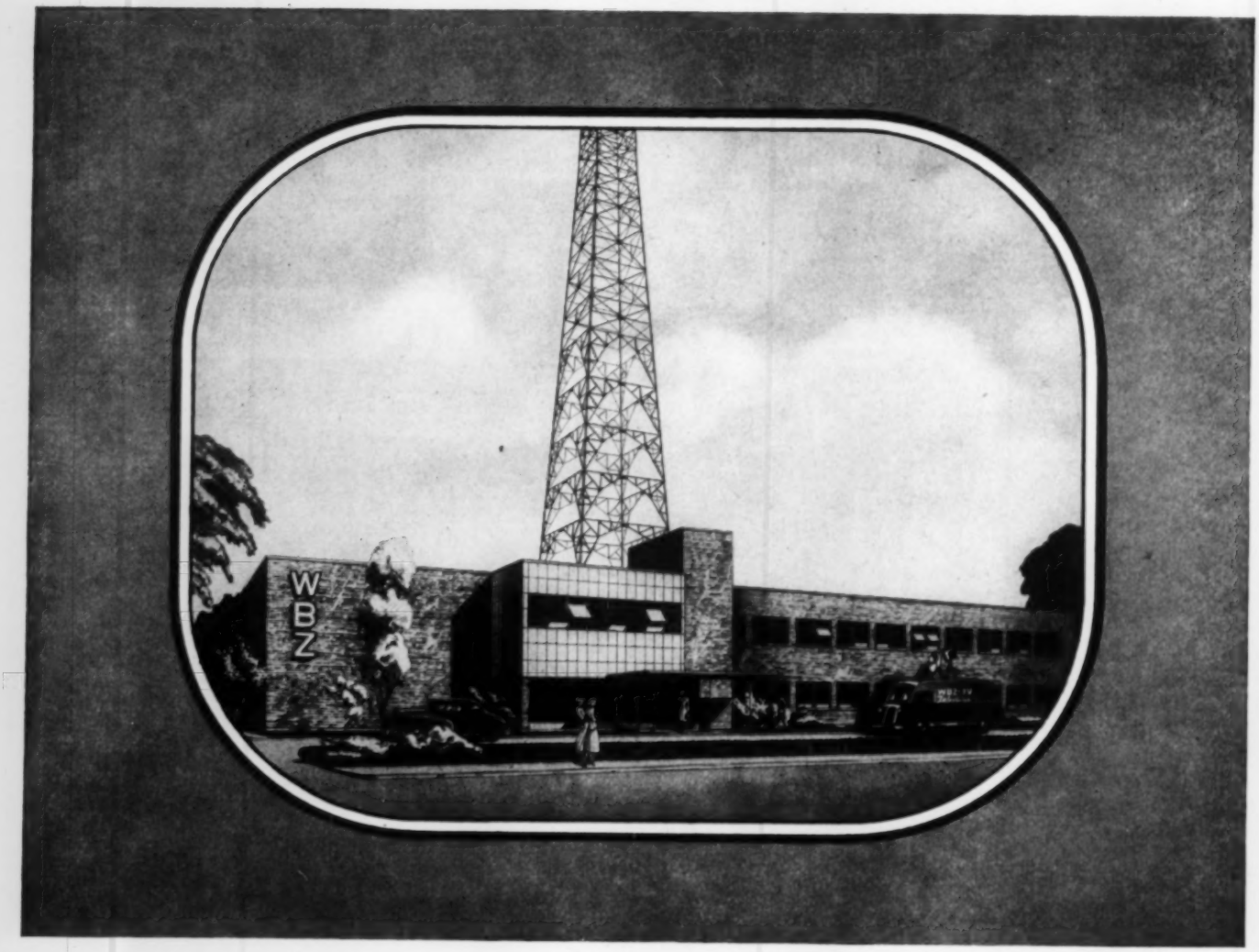
*Listening Area Sales Potential Study compiled for Station WLAW by Sales Management.

50,000
WATTS
680 KC

MAIN STUDIOS: LAWRENCE, MASS.
OTHER STUDIOS: BOSTON AND LOWELL

BASIC STATION
AMERICAN BROADCASTING CO.
IN LAWRENCE, MASS.

National Representatives: PAUL H. RAYMER CO.



New LOOK in Boston

WBZ-TV

ON THE AIR
Wednesday
June 9

From Boston's new Radio and Television Center comes this new Westinghouse service, *Video for a 500-square-mile area*. . all of metropolitan Boston and far beyond . . more than 3,000,000 people! NBC Television Network. New Center also houses 27-year old WBZ, and WBZ-FM.

WESTINGHOUSE RADIO STATIONS Inc KDKA • WOWO • KEX • KYW WBZ • WBZA • WBZ-TV

NATIONAL REPRESENTATIVES, NBC SPOT SALES—EXCEPT FOR KEX • FOR KEX, FREE & PETERS

CHICAGO RADIO GETS $ET FOR CHEST DRIVE

MORE THAN $300,000 worth of free radio time and talent is expected to be given by Chicago stations in support of the city's Community Fund campaign, which starts Oct. 11, according to Fairfax M. Cone, head of the campaign public relations committee and chairman of the executive committee at Foote, Cone and Belding, Chicago.

All Chicago stations will carry daytime and evening spot announcements urging Chicagoans to contribute to the fund, and several have programmed 15-minute and half-hour shows, Mr. Cone reported. Radio chairman for the drive is Robert J. Scott, partner in Schwimmer and Scott agency, Chicago, who helped organize radio cooperation at a recent meeting of station executives.

WBBM will begin the campaign Sunday night with a half-hour show. The following night WMAQ will present a half-hour show. On Tuesday WENR will feature a 45-minute documentary, explaining activities of agencies operating as a part of the fund. Fifteen-minute series, *Adventures of the Red Feather Man*, will be broadcast on WLS, and other 15-minute shows will be aired on WJJD, WAAF, WCFL, WAIT, WSBC, WCRW and WEDC.

Chicago television stations—WBKB (Balaban and Katz), WGN-TV (*Chicago Tribune*) and WENR-TV (ABC)—have agreed to use 38-second spot trailers and the 10-minute Community Fund film, "Counter-Top Story."

Reily Coffee Adds 12

WILLIAM B. REILY Coffee Co., New Orleans, has added 12 Georgia markets to their regional sponsorship of *The Old Corral*, making a total of 70 quarter-hours per week in 62 Southern markets, it was announced last week by the Frederic W. Ziv Co., producers of the transcribed show. Walker-Saussey Advertising Agency, New Orleans, handles the Reily account and the deal was arranged by Leo Oppenheim, field representative for Ziv.

TV Teaser

GYPSY ROSE LEE, who is least at ease when fully dressed, was making her particularized kind of history the evening of Sept. 26, but CBS was not there. CBS television had been broadcasting the entertainment at a meeting of the Air Force Assn. in New York's Madison Square Garden for more than an hour when it came Miss Lee's turn to perform. She had hardly begun her act when the video signal suddenly failed. While the audio signal, which continued to function, brought the television audience pleased whistles and excited yelps from the airmen an announcer cut in to report that by unfortunate coincidence technical difficulties had developed in the video system. "This is not censorship," he hastened to assure listeners.

Boston U. Radio Course Offers On-Job Training

FIELD WORK with stations in and around Boston will augment class work this fall and winter for radio students at Boston U. Arrangements have been completed with seven stations, Prof. Samuel B. Gould, director of the radio division, announced, and approximately 45 senior and graduate students will spend a two-week training period with these stations.

Covering all phases of station operation, "procedures will vary in the separate stations," Prof. Gould explained. "Basically the students will serve apprenticeship in the various departments, observing and studying program planning; promotion; publicity; advertising sales; features such as music, sports and news; organization; the general routine of a radio day, and the intricacies of program engineering." Stations will report on each student's work.

Decision on WADC Defended by FCC

Censorship Did Not Prompt Action, SCOTUS Is Told

FCC told the Supreme Court last week that its decision against WADC Akron's proposal to carry a complete daily network schedule was not censorship, but merely an application of the principles of the Network Regulations, which the Court has upheld.

Asking the Court to deny WADC's pending petition for review of the case, the Commission said WADC had admitted that a network contract encompassing its program proposals would run counter to FCC's network rules. FCC continued:

But once this admission is made, petitioner's entire argument falls. For operation which is contrary to the public interest is no less so because the licensee determines to engage in such an operation on his own volition rather than in accordance with a contract requiring him to operate in such a manner.

And it is obviously no more censorship or an abridgement of free speech to prohibit licensees from voluntarily delegating the entire responsibility for the daily operation of their station to parties other than the licensee and not under their immediate control or supervision, than to prohibit licensees from entering into contracts or agreements to do the same thing.

In support of its argument, the FCC brief cited the decision of the U. S. Court of Appeals for the District of Columbia, which upheld the Commission's action. FCC staff attorneys who worked on the brief included John Edgerton, son of Justice H. W. Edgerton, who wrote the court's decision. Mr. Edgerton joined the FCC law staff only a few weeks ago.

The case involves the fight between WADC and WGAR Cleveland for 1220 kc with 50 kw. WGAR was given the grant while WADC, seeking those facilities in lieu of its present 1350 kc with 5 kw, was denied because it proposed to carry the complete daily program schedule of a national network (CBS).

News

LARRY SMITH, former foreign correspondent for INS, and NBC news commentator, has joined KMPC Hollywood as manager of news and special events activities.

HUGH RUNDELL has joined KWSC Pullman, Wash., as director of sports and special events.

TED BENTLEY, is doing five minute daily sustaining sports roundup on KFWB Los Angeles.

WILLIAM R. WILSON, formerly with WRVA Richmond, Va., has joined KYW Philadelphia. His initial assignment at his new post will be noon-time news on Tuesdays, Thursdays and Saturdays and news analysis series for Metropolitan Life Insurance at 6:05 p.m., same days.

VICTOR S. BEST, night news editor at WCSH Portland, Me., has resigned to join faculty of Boston U.'s School of Public Relations.

TELENEWS-INS-INP invaded major Southern market for first time with signing of WSB-TV Atlanta, effective Sept. 30. Both daily and weekly newsreel service was contracted for by "Atlanta Journal" video station.

Hon. Ed Fort
William Esty & Co.
New York City

Dear Ed:
Saw thet there "Freedom Train t'other day which stopped in Charleston . . .

Cousin' "Roamin'" Algy went along . . . Said he'd bin on many a train, but thet waz th' first time he's ever bin inside one . . . Said the streamliners meant th' end t' his kind 'o train ridin' . . . Thet's just th' description o' WCHS . . . New ideas in programin' at WCHS and at CBS mean the end o' old fashined broadcastin' . . . WCHS has th' power of a locomotive too-with 5000 watts at a streamlined 580.

Yrs.
Algy

WCHS

Charleston W. Va.

Adjustable phase sampling loops
Isolation filters
Sampling lines
FM and AM concentric lines
Fixed capacitors
Variable capacitors
Phase sampling transformers
FM iso-couplers
Standing wave indicators
Tower lighting filters
Supports for open wire transmission lines
Pressurized capacitors
Neutralizing capacitors
Fixed inductors
Variable inductors
Write for specific information directly or through your consulting engineer.

E. F. JOHNSON CO.
WASECA, MINNESOTA

•CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Wanted—Manager for Radio Station KIUP, Durango, Colorado. Must be fully versed with rules and regulations FCC. Give full particulars on qualifications.

San Juan Broadcasting Company

Durango, Colorado

Opportunity for
Station Manager

All-round experience in management, sales, programming, etc., wanted for new daytime station already in the black in large, highly competitive midwest market. Present owner-manager leaving city. Give full background first letter, including earning requirements. Stock purchase can be arranged if desired but this purely optional. All replies strictly confidential.

BOX 886, BROADCASTING

Salesmen

Here's a real opportunity for a good salesman capable of operating an AM station as commercial manager. Four AM stations in the southwest, all under affiliated management, make the sky your limit as far as opportunities are cencerned. Give background and expected starting salary in first letter. Box 855, BROADCASTING.

Announcers

Announcer-engineer wanted. Primary job announcing. KXRJ-MBS, Russellville, Arkansas.

DISC JOCKEY

50 kw network affiliate in major midwest city needs topnotch, experienced disc jockey for all-night shows. Send 15 min. recording, photo and background to

BOX 745, BROADCASTING.

Wanted—Immediately, good announcer with first phone. Leonard Brown, Kerrville, Texas.

Wanted—Experienced announcer for routine staff work. WDLP, Panama City, Fla.

Wanted—Two announcers to study under GI Bill. Living conditions good. Congenial surroundings. Excellent opportunity for permanent position. New station. Wire Program Director, WHSY, Hattiesburg, Mississippi.

Wanted—A sportscaster who knows his game and can tell his audience about it; who can do football and basketball play-by-play; who can write sports. Single man preferred. Must have good references. Local station in east southeast. Box 865, BROADCASTING.

Announcer-engineer wanted. 250 watt station now under construction in southwest. Three other AM stations under same ownership as well as three television applications offer plenty of opportunity for improvement with an active organization. References and starting salary should be given in the first letter. Box 856, BROADCASTING.

FREE TRIAL RECORDING OF COMPLETE PERFORMANCE

10" disc, both sides $4.00
12" disc, both sides $5.00
Satisfaction guaranteed!
Come in today!
MEREL RECORDING STUDIO
115 West 42nd St., N. Y. C.
LA. 4-9695
DISC TAPE WIRE

Help Wanted (Cont'd.)

Wanted—Personality announcer with experience. Prefer good ad-libber. Also use experienced continuity writer-traffic man or woman. Contact Station WBUY, Lexington, N. C.

Florida network affiliate wants good announcer-engineer. Write. Send disc. WROD, Daytona Beach.

Wanted—Radio telephone first class transmitter operator. No announcing or control room operating. South central Texas. Transportation necessary. Chief engineer, KCTI, Gonzales, Texas.

Technical

Announcer-operator wanted. First class ticket required. $60 for 40 hours to start at new 1000 watter in major metropolitan market. Send disc or wire spool with resume to program director. WLOU, P.O. Box 1386, Louisville, Ky.

Combination operator Rocky Mountain area. $55 weekly to start. Must be experienced and have good voice. Box 792, BROADCASTING.

Combination announcer - technician, must possess first class telephone-radio license and be capable of high quality general announcing. Scale $1.80 per hour or more. Northwest coast city 1 kw. Give references, experience, age and martial status. Box 824, BROADCASTING.

Men experienced in radar maintenance to work on experimental U.H.F. Television. Prefer persons desiring to reside in Rocky Mtn. area who have had some broadcasting experience. Give complete experience, snapshot photo and salary expected. KFEL, Albany Hotel, Denver.

Combination man, first class ticket necessary, good announcing essential. Send full particulars. Box 857, BROADCASTING.

Production-Programming, others

Program director—Experienced idea man with proven record wanted by fulltime midwest independent in city 200,000. Send disc, photo, references and desired salary first letter. Here is opportunity to step into management if you can do a topflight programming job. Box 821, BROADCASTING.

Young woman who can write with a punch! 1000 watt, midwest, regional network station desires to round out continuity staff with experienced writer who can produce strong, brisk salescopy, and who "mikes" well. Send sample copy, qualifications, salary expected and photo to Box 592, BROADCASTING.

Wanted: Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440, BROADCASTING.

WANTED

TV production man or woman with creative intelligence and proven ability. Minimum one year TV studio experience, to assist in present training program, production of package programs and later production in our own commercial station. Full studio and camera equipment already in use. Write, giving complete background details, salary expected. Box 889, BROADCASTING.

Situations Wanted

Managerial

More than 14 years as salesman and commercial manager. Presently employed as salesmanager of good regional. Seeks change. Could manage station and handle sales. Hard worker, dependable, executive type. Full details first letter. Box 845, BROADCASTING.

General manager. 10 years experience all phases construction and operation. Proven sales record. Family man. Now managing 1000 watt network outlet. Available 30 days. East only. Box 773, BROADCASTINNG.

Situations Wanted (Cont'd)

Qualified local station manager. Fifteen years experience. Family. Interview preferred. Box 884, BROADCASTING.

Manager—Successful fifteen year network affiliate record. Best references. Thoroughly experienced all departments. Can be available on short notice. Box 849, BROADCASTING.

Manager—Job wanted as manager of southern station. Knowledge of selling, programming, announcing and engineering. Hard worker. Now working for a thousand watt station. Box 820, BROADCASTING.

GENERAL MANAGER OR SALES MANAGER—Available immediately, thoroughly experienced manager with 20 years' background running stations in midwest and south. Well known in industry and FCC. Excellent references.

BOX 890, BROADCASTING.

Attention station owners. Station manager available. Due good reason not interested in north. Deep south, Gulf Coast, Florida or California only. 14 years experience as staff announcer, sportscaster (baseball, football and commentary), disc jockey, program director, sales and promotion manager. Five years manager network affiliate. Best trade references. Competent manage large station, act as combination manager-sales manager-program director small station. Available two weeks. CP holders—through practical experience can probably save you real money in getting on air and first year operation. Box 763, BROADCASTING.

Florida stations attention: Qualified executive, now manager Mutual outlet; interested moving to Florida on permanent basis. Comprehensive background, strong sales and program approach, excellent references. All offers considered. Box 784, BROADCASTING.

Experienced AM general manager wants TV opportunity. 13 years in AM as announcer, news editor, sports announcer, program director, sales and promotion manager. Manager network affiliate 4 years. Seeks publicity, promotion, production post in TV station. Now employed as executive AM post but willing start over again TV. Box 789, BROADCASTING.

Qualified General Manager with sales background desires connection with southern station, especially Florida, South Texas or Lower California. Can invest up to $20,000 in going concern for interest and active management. Box 877, BROADCASTING.

Salesmen

Announcer presently employed major network desires permanent position in sales or as program executive. Eight years experience in all phases. College graduate. Energetic. Best references. Now in $8,000 bracket, interested in opportunity with high-type station in midwest or west. Address Box 876, BROADCASTING.

Salesman with superb national and local selling record compiled with major stations and agencies, desires to affiliate with solid station in responsive market. Now employed, drawing excellent remuneration. 29, married. Reason for leaving personal. Excellent references. Box 880, BROADCASTING.

Announcers

Announcer, young, single veteran. One year experience. Well-trained by professional personnel. Will travel anywhere. Box 822, BROADCASTING.

College graduate, all-round experience including controls. Let me sell myself and my ambition in person within 250 miles of Newark. Box 845, BROADCASTING.

Two versatile Yank announcers stranded in the south, want to go "home". Have plenty know-how, good voices and excellent recommendations. Who'll come to our aid? Box 819, BROADCASTING.

Combination announcer-engineer need? Letter with full details awaits you. First phone, commercial experience, good voice, pleasant personality, excellent newscasts, dee-jay, sports color. Will accept good offer anywhere in USA. Box 508, Welch, W. Va.

Attention station managers. Available now—2 experienced, highly trained colored combination men (announcers and technicians). Please wire or write Don Martin School of Radio Arts, 1655 N. Cherokee, Hollywood 28, Calif.

Situations Wanted (Cont'd)

Established east coast disc jockey currently MC-ing 3 hour show on leading station, desires reaffiliate in strong major market. Compiled in seven years of broadcasting one of the best direct order records in country. Strong special events, news too. Success story, testimonials and disc yours on request. 29, married, solid sales experience. Excellent references.

Box 879, BROADCASTING.

Announcer, single, net, 23. Colle background, journalism major, graduate radio school. Eager for start, ma ary secondary. Willing to travel b prefer east or south. Box 863, BROA CASTING.

Sports announcer. Employed 50,0 watt station. Topflight play-by-pl Box 859, BROADCASTING.

Early morning emcee. Eight years e perience. Looking for station in ma market to settle with family and bu solid listening audience. Do characte sing and draw mail. Pictures, tape a references available. Box 861, BROA CASTING.

Announcer-writer. Excellent ba ground and training. Former ba leader. 24, no dependents. First cl references. Box 864, BROADCASTIN

Professionally trained announcer s sires staff position. Single, 26. No flo er. Interest in community affairs. D tance no object. Thorough knowled of newscasting, writing, productio Let audition tell story. Wire or wr Lyle Mack, 1929 N. W. Everett St., Po land, Oregon.

Announcer - engineer. Combinatio available; minimum $75 week. La Brunes, 815 Union, The Dalles, Ore.

Announcer-operation. 22, single, ve eran AFRS and similar experience, b capable and conscientious. Disc, pho references. Stable. Box 851, BROA CASTING.

News editor-announcer. Employed 5 000 watt station. Nine years experien Box 858, BROADCASTING.

Announcer, sports specialty. Play-b play, commentary, reporting. Begins with professional school training. Fo mer pro ball player. Anxious to wo into small station operation. Ha platter. Box 887, BROADCASTING.

In northeast? Want top man? Her your chance. Thoroughly experience announcer, able to build followin ready to re-enter radio. Now employe newspaper. References. Minimum $ Disc if you mean business. Box 8 BROADCASTING.

Announcer—Experienced in comme cials, news, platter shows. Gradua Radio City, N. Y. Disc or personal i terview. Will travel. H. Stern, 348 Sycamore Ave., L. A., Calif.

Canadian disc jockey 5 years experien on commercial wake-up show on lar metropolitan station. Accent on kibi Written straight and comedy produ tion scripts. Age 24. Married 6 month Network, night club emceeing a night club d. j. show experience als Will go anywhere in the U. S. Box 8 BROADCASTING.

Veteran, young, willing to travel. Gra uate of School of Radio Techniqu Radio City, N. Y. Can do disc sho news and announcing. Wants expe ence. Will send disc upon request. B 891, BROADCASTING.

Experienced announcer formerly wi Mutual affiliate available now. All typ of shows. For disc contact A. E. Ha 1147 2nd Ave., Chula Vista, Calif.

Announcer—Experienced. Presently em ployed NY network affiliate, "Voi with a smile." Console, news, comme cials, disc jockey. Single veteran. D on request. Box 882, BROADCASTIN

Program director-announcer, over thr years experience, college backgroun Want midwest station. Will accept a nouncing job with progressive statio in good market. Box 883, BROADCAS ING.

Technical

Transmitter engineer—Twelve years e perience. Now employed. Married. C Middle or southwest preferred. Bo 785, BROADCASTING.

Combination engineer-announcer, on year experience, age 29, homesick fo San Francisco Bay area Disc, phot IBEW, available 30 days. Box 7 BROADCASTING.

Situations Wanted (Cont'd)

st class engineer-announcer wants sition progressive station anywhere. erage requirements. Box 817, BROAD-STING.

hief engineer or engineer up to ten owatts. Eleven years experience. rence Bauer, 409 S. Idaho, Butte, ontana.

hief engineer, thoroughly experienced construction and maintenance of oadcasting equipment, 12 years ex-rience including 1000 and 5000 watt tions. Excellent references. Available mediately. Married. Box 853, BROAD-STING.

ewscaster-announcer, veteran, 24. Year mmercial experience. Can operate ard. Box 854, BROADCASTING.

ngineer, 1st phone. Veteran, 22, no oadcast experience. N.Y. Radio School aduate. Will travel. Box 863, BROAD-STING.

ngineer. AM-FM. Willing to go any-here, but prefer south. Box 862, ROADCASTING.

hief engineer—Excellent references, 8 ars best experience AM, FM and TV. ox 860, BROADCASTING.

apable engineer, 1st phone with an-ouncing and combination experience a small independent, desires posi-ion in more progressive west coast tation, preferable California. Two eeks notice. Disc available upon re-uest. Box 866, BROADCASTING.

ransmitter engineer—AM directional nd FM desires change. Prefer chief mall station or one with TV plans. Box 69, BROADCASTING.

roadcast engineer—Experience main-enance, operation transmitter, control oom equipment, some announcing, arried, reliable, sober, steady. Box 22, Gallup, New Mexico.

ngineer-announcer—Single, college de-ree, 1st phone. Network affiliate expe-ience. Desires position in progressive astern or midwest city. Opportunity to row. Box 875, BROADCASTING.

ngineer, 24, four years experience, irst class license, single, veteran, with-ut car, available immediately. Box 74, BROADCASTING.

Production-Programming, others

rogram director—Experience in traffic nd programming desires opportunity o learn more about same. College raduate, 28, single, presently em-loyed. Box 847, BROADCASTING.

ewsman-announcer—Fully experienced, ompletely versatile. Mature, sober, eliable. Seven years news background -intelligent rewrite. Seeking perma-ency. Prefer straight news. Box 735, ROADCASTING.

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL OF RADIO AND TELEVISION
8800 Wilshire Blvd.
Appvd. for veterans
Beverly Hills, California
Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are satisfied with personnel we furnish.

esirous conducting woman's program. hort on experience, long on ability, nbition. Valuable experience admin-trative aspects of radio. Northwestern niv. graduate. Permanent, fulltime sition desired. Prefer Santa Barabara, alifornia south. Employed now one midwestern station. Available two eeks notice to employers. Reply Box 0, BROADCASTING.

ooking for start in TV. Interested in production TV trained: Radio back-ound. College grad. Box 895, BROAD-STING.

pportunity for announcer - writer-oduction man as program manager midwest network affiliate. Write lly. Box 872, BROADCASTING.

Situations Wanted (Cont'd)

Production-Programming, others

Continuity director, 10,000 w independent. Experienced all phases radio writing and administration. Imaginative and dependable. Single, age 24. Available October 23. Write Box 873, BROADCASTING.

Television-writer; idea-gal, seeks connection Chicago agency or station. Experience also includes radio and films. Willing to start part-time. Box 871, BROADCASTING.

Young woman desires combined position of women's commentator-continuity editor. Has winning mike personality. Writes commercials that sell. Excellent experience. State salary. Box 867, BROADCASTING.

Licensed studio supervisor, 50 kw, changing residence. Married, 37. Inform completely. Box 852, BROADCASTING.

Program director-producer, capable announcer, topnotch writer. Six years experience. Seeking a station with a future. $75 per week. Box 850, BROADCASTING.

Schools

NATIONAL ACADEMY OF BROADCASTING, INC.
NAOB

STATION MANAGERS!
Need Trained Personnel?
BROADCASTERS!
Want a Refresher Course?
BEGINNERS!
Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.
3338 16th Street, N. W.
Washington 10, D. C.
Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C.
Please send information concerning
☐ Correspondence ☐ Residence Courses.
Name.....
Address.....
City.....State.....

Employment Services

Attention station managers. Experienced radio personnel available now. Men and women announcers, newscasters, sportscasters, technicians, combination men. Write or wire for ET audition. National Employment Agency, 1653 N. Cherokee, Hollywood 28, Calif.

PERSONNEL
RADIO - TELEVISION
Station Mgrs., Salesmen, Writers, Directors, Producers, Disc Jockeys, Announcers, etc.
The Best Available Positions Filled Nationally
Advertising Personnel Associates
HARLAN ROSS
11 E. 47th St., NYC—EL. 5-6296

For Sale

Stations

Fulltime 250 watt station in Florida. Only station in this Florida market. Terms can be arranged. Only qualified parties need answer. Box 813 BROADCASTING.

Daytime 100 watter with time sales over $200,000.00 this year, located in major market of well over million population. Terms may be arranged to acquire controlling interest. Box 894, BROADCASTING.

Equipment, etc.

For sale—Two complete 109AA reproducer groups with two extra 9A reproducers, excellent condition. Will give you dual spare reproducers at far less than the new cost without the spares. Broadcasters net $605.92. A rare bargain at $375.00. Box 812, BROADCASTING.

For sale—One used 185' Wincharger guyed tower, complete with tower lights and guy wires for immediate shipment. For complete details write Radio Station WGAA, Cedartown, Georgia.

RCA consolette with power supply for sale $950 (present list price $1375). Used temporarily while waiting delivery of custom built console. In same working condition as new equipment. Wire or write Station WJPG, Green Bay, Wisc.

FOR SALE
Wholesale Distributing Business
ALL PHASES
well established
well regarded
covering a wide area
Present management is retiring. Will require $250,000.00 to handle
BOX 818, BROADCASTING

For Sale—Truscon tower—435 ft. self-supporting, sectionalized 169 ft. from top. Could be used as three 265 ft. guyed towers and one self-supporting 170 ft. tower. Will support FM or TV antenna with top removed. $6,875.00 f.o.b. storage site Lincoln, Nebraska. Radio Station KFAB.

For sale—Raytheon RF250—250 watt FM transmitter. Practically new and fully guaranteed. Used for interim operations, now on full power. WMBD, Peoria, Ill.

Raytheon 250 watt transmitter complete with spare set of tubes. This transmitter has been in operation for two years and it has not lost any air time. Also composite studio console. Reason for selling increase in power. Save yourself some money. For details contact KCVR, Lodi, California.

For Sale (Cont'd)

Equipment, etc.

Lehigh Tower, 187 ft. self-supporting. $500 takes it. WSNJ, Bridgeton, N. J.

PLAY BACK

HOLLYWOOD TRANSITONE, professional model, portable, dual speed, separable dynamic speaker, 16-inch turntable and cutting head, connections for P.A. and microphone, individual controls, enclosed radio black leatherette finish in original case. Microphone included. $350.00 takes. Box 885, BROADCASTING.

Wanted to Buy

Experienced station manager interested in buying all or part interest in central east coast small market station and managership of same. Box 893, BROADCASTING.

Wanted—G. I. Flyer motor model 818 double field two speed; also Blue Flyer model E. Contact W. Dacosta, Sound Dept., WOR, N. Y.

FM EQUIPMENT

Wanted—Complete used equipment for FM station—3 kw transmitter, monitors, speech input, microphones and turntables. No antenna or tower needed.

Box 768, BROADCASTING.

Local station in South Texas, Lower California, Florida or like location, by qualified parties ready to take over. Box 878, BROADCASTING.

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

LATE CLASSIFIED

Help Wanted

Wanted—Salesman for active local market, Pennsylvania. Honesty, personality and ability to think more important than long experience. Reply Box 896, BROADCASTING.

Technical

Instructor to teach television receiver installation and maintenance. Full details first letter. Address Box 897, BROADCASTING.

Midwest Single Station Market Opportunity

The most powerful station in its area and the only station in a very attractive and progressive medium-size city.

This property is being operated profitably, gross and net are increasing and the facility has an outstanding opportunity for development that will definitely increase its value. Price $75,000.

BLACKBURN-HAMILTON COMPANY, INC.
RADIO STATION BROKERS

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Avenue
NAtional 7405

DALLAS
Clarence E. Wilson and Philip D. Jackson
Tower Petroleum Bldg.
Central 1177

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery Street
Exbrook 2-3672

WAGA'S AFFILIATION WITH CBS IN EFFECT

WAGA Atlanta's affiliation with CBS [BROADCASTING, June 7] became official Sept. 26. A Fort Industry station, WAGA operates with 5 kw fulltime on 590 kc. James E. Bailey is vice president in charge of operations.

The former CBS affiliate in Atlanta, WGST, owned by Georgia Tech, simultaneously switched to Mutual, which dropped WATL. John Fulton is general manager of WGST, which operates with 5 kw day and 1 kw night on 920 kc.

WATL, now operating as an independent, is owned by Atlanta Broadcasting Co., J. W. Woodruff Sr., president.

KFBK Sacramento Now 50-kw Outlet

Outphasing System of Modulation Used in New Transmitter

KFBK Sacramento, Calif., key station of the McClatchy Broadcasting Co. network, on Oct. 2 increased its power to 50 kw. The station first went on the air February 2, 1922.

To mark the power jump, KFBK originated a coast to coast broadcast, which was carried by ABC. Gov. Earl Warren of California, candidate for Vice President, was a speaker.

The KFBK transmitter employs a basic type circuit developed originally by Henry Chirex of France. Most high powered French stations use it. It is called the outphasing system of modulation. Engineers of the McClatchy Broadcasting Co. call it phasing to amplitude modulation.

The advantages of this type of circuit are that high power output, excellent tonal quality, reliable operation and low power consumption are obtained with a relatively small, compact plant.

The new KFBK transmitting equipment embodies many features not found in the original French design. Negative feed-back, a distortion reducing circuit, thoriated filament high power tubes and many other American developments are incorporated to make the KBFK transmitter one of the most modern in the country.

Heads Research Clinic

ARTHUR F. DORMODY, director of media and marketing research, Kelly-Nason Inc., will head the Research Clinic of the Advertising and Selling Course, sponsored by the Advertising Club of New York, the club announced last week. Among those who will preside at the meetings are:

Howard A. Stone, vice president, Daniel Starch and Staff; Allen Sikes, service manager, Bureau of Advertising, ANPA; V. H. Pelz, managing director, Traffic Audit Bureau Inc.; Robert H. Salk, president, Audience Surveys Inc.; Arthur J. McAnally, director of research, Newsweek Magazine, and George Howard Allen, promotion manager, New York Herald Tribune.

HURRICANE

More Public Service Reports Received

AS FLORIDA continued the job of cleaning up last week after the hurricane had spent itself in the Atlantic, additional reports were received from stations in the area struck by the storm telling of stepped-up public service activities and expanded news coverage under conditions made difficult by broken power lines and toppled transmitting towers [BROADCASTING, Sept. 27]. WKAT Miami Beach, although forced to rely on emergency power for 20 hours, maintained a continuous vigil for 52 hours during the hurricane, according to A. Frank Katzentine, president of WKAT Inc. The station broadcast regular weather bureau advisory reports, fed a local storm commentary to MBS and provided local telephone communication to residents without power.

In Coral Gables radio and newspaper cooperated in news coverage and public service announcements. When a warning came of the storm's approach WBAY set up a microphone in the *Riveria Times* office for direct broadcasts of latest information from *Times* news staff and from UP wires. The WBAY special events department, using a taxicab specially equipped with two-way FM radio, cruised within a 25-mile radius of Miami, interviewing disaster workers and describing conditions at the height of the storm. The broadcasts were carried direct. While operating on auxiliary power both at studio and transmitter WBAY prepared and beamed to WMID Atlantic City three 15-minute hurricane broadcasts.

★

WMMB Melbourne and WFTL Ft. Lauderdale also cooperated with WBAY in its coverage.

Information received from WIRA Ft. Pierce was embodied in one of the weather advisories broadcast from the weather bureau in Miami, the station reports. The bureau's advisory No. 20 corrected a previous advisory after WIRA had provided more up-to-date information on the location of the storm, which had made an abrupt and unanticipated right turn over Lake Okeechobee, according to WIRA officials. Station was on the air 64½ consecutive hours while the storm raged over Florida, alternating between its main studio at Ft. Pierce and remote studio at Vero Beach. The local Red Cross disaster committee used WIRA's facilities in organizing its relief activities.

Key West, first Florida community to be struck by the hurricane, was well prepared for the shock, thanks partly to the assistance of WKWF. Weather data furnished by the Naval radar crew at Boca Chica Airfield and by the U. S. Weather Bureau was relayed to WKWF listeners at 15-minute and sometimes more frequent intervals, according to John M. Spottswood, station's president and general manager. Station was able to stay on the air night and day during the storm except for a 20-minute interval on the evening of Sept. 21 when its 152-ft. self-supporting steel tower, built to withstand 165-mile winds, fell. An hour before the tower snapped off, city power line to the station was broken and a gasoline auxiliary power unit was pressed into service. General Manager Spottswood reported that while the storm mounted in intensity he made several broadcasts by telephone over WMIE, new Miami station.

Jerry Fairbanks Heads Television Zoomar Corp.

TELEVISION Zoomar Corp. has been formed in New York for manufacture and sale of Zoomar television and motion picture camera lenses. Officers are: president, Jerry Fairbanks; secretary, Jack Pegler; treasurer, Dr. Frank G. Back.

The recently-developed Zoomar lens permits telecasting or photographing of scenes at any focal range without moving camera or changing lens, while retaining complete continuity.

* * *

JACK PEGLER (l), general manager of Jerry Fairbanks Productions, Hollywood, and Dr. F. G. Back, inventor of the Zoomar lens, discuss installation of one of the lenses on a camera of WBAP-TV Fort Worth. Lens will get its first workout at the station during telecasting of U. of Texas-Oklahoma U. football game Oct. 9.

Iowa Stations Organize AP Broadcasters Group

FORMATION of Iowa AP Broadcasters from representatives of the state's radio stations who receive Associated Press news reports was announced last Monday.

Paul Loyet, vice president and resident manager of WHO Des Moines, was named head of the new organization's executive committee. Other members elected were Ben Sanders, president and general manager, KICD Spencer; Jim Bormann, WMT Cedar Rapids, and Rolph Childs, KMA Shenandoah. Mr. Bormann and Mr. Childs are news editors.

Fifteen stations were represented at the organizational meeting.

Early Bird

ALTHOUGH Christmas is almost three months away, WING Dayton, Ohio, is promoting Christmas business with a telegram sent to over 200 sponsors and potential sponsors. The wire, signed by Adna Karns, station manager, reminds sponsors that now is the time to sign for best availabilities. Regular Western Union Christmas blanks set the scene for the greeting and the station reports a large number of contracts have already been signed.

NBC, CBS Read Video for Election

UNITING news-covering facilities to televise highlights and results of the Nov. 2 national election, *Life* Magazine and NBC-TV will continue the collaboration that started with coverage of the political conventions, it was announced by Andrew Heiskell, publisher of *Life*, and William F. Brooks, NBC's vice-president in charge of news and international relations.

The NBC news and television staffs and *Life* journalists will highlight activities with interviews, pickups from major party headquarters in New York and Washington, periodic resumes and interesting sidelights.

Chief commentators on the telecasts will be Ben Grauer and John Cameron Swayze. Program will be on NBC's East Coast Television Network.

* * *

NASH Motors will sponsor the election coverage on CBS-TV as well as on the AM network, Columbia announced last week.

Video coverage is to start at 8 p.m. election night, Nov. 2, and continue until the outcome is assured. The show will be on WCBS-TV New York, WCAU-TV Philadelphia, WMAR-TV Baltimore, and WNAC-TV Boston. Overall television coverage of the election will be coordinated by Edmund A. Chester, director of news, special events and sports for CBS-TV. Geyer, Newell and Ganger, New York, is the Nash agency.

Canadian Meeting

BROADCAST advertising will be featured in two talks during the forthcoming annual meeting of the Assn. of Canadian Advertisers, Royal York Hotel, Toronto, Oct. 27-29. Al MacKenzie, All-Canada Radio Facilities Ltd., Calgary, speaking for the Canadian Assn. of Broadcasters, will talk on "How to Use Radio Effectively," and an official of the Bureau of Broadcast Measurement, Toronto, will discuss "New Uses of BBM Reports." Both talks will be given on afternoon of opening day.

OA Seeks to Ban V's Use of Film

ECOMMENDATIONS that the vie industry refuse to release ll-length motion pictures for use television and that theatre op-tors study establishment of a tribution system which would ke special TV events available theatres exclusively have been de to Theatre Owners of Amer-. They were voiced at the oup's closing convention session pt. 25 in Chicago's Drake Hotel the television committee, headed Arthur H. Lockwood of Boston. Mr. Lockwood and his associates so suggested that theatre opera-rs acquire television interests be-use "TV may be used extensively a medium of advertising motion ctures in theatres" and because system may possibly be evolved hereby movies can be shown over lephone, or other lines, for a fee," th the film program being sup-ied by the local station. The com-ittee also recommended that mov-producers experiment with use video trailers as part of their tional publicity campaign be-re picture releases, and that they ork with the National Screen ervice in studying the possibility making trailers "especially pro-uced for television, these trailers be rented by theatres which ould then purchase time to show em on video."

Associates of Mr. Lockwood sug-ested that TOA request presidents production and releasing firms state their position on the pro-osed ban of full-length films for ideo use. Recommendations were ade after conventioneers heard alks on television by Marcus Cohn, ashington attorney, and Wayne oy, chairman of the FCC.

Chicago TV Sets

TELEVISION sets in the Chicago rea as of Sept. 24 numbered 31,815, an increase of 786 since he previous week, it was reported by Chicago's Electric Assn. last eek. Of these, 82% were installed n homes, 14% in public places and 4% in dealers' showrooms.

Oscillator Warning

FCC has issued a warning that the use of a phonograph oscillator to cause interference to a "disagreeable neighbor" who operates his radio set too loudly may result in a maximum fine of $10,000 or up to two years' imprisonment. Operation of phonograph oscillators comes under FCC rules and may be done only by licensed operators, the Commission explained in a letter to the *New York Daily News*, which had carried an article suggesting that an oscillator might be used to persuade a neighbor to operate his set normally.

RC Cola Buys Georgia Games on State Network

ALL football games of the U. of Georgia this year will be carried, for the 11th consecutive year under the same sponsor, Royal Crown Cola (soft drink), by the Georgia Sports Network, it was announced last week.

WRBL and WRBL-FM, CBS-operated Columbus outlets, will originate the broadcasts. Twenty-two stations will carry the games. Play-by-play accounts will be given by George Theeringer, assisted by Hugh Batey and Joseph A. Gamble, chief engineer. Some of the stations will rebroadcast the program received from WRBL-FM, Jim Woodruff Jr., executive manager of the originating stations, announced.

GE Signs 52-Week Video Deal for ABC 'Stop Me'

GENERAL ELECTRIC Co., Syracuse, has signed a 52-week contract with ABC-TV to sponsor *Stop Me If You've Heard This One*.

The GE contract is the first of its length to be received by ABC for its video facilities, the network said. Maxon Inc., New York, is the GE agency.

Serving Fort Worth *AND* Dallas, the South's richest single radio market.

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
FORT WORTH 6, TEXAS

AM - FM - TV

FREE & PETERS, Inc.
National Representatives

Production

MANNING OSTROFF, former producer for NBC "Eddie Cantor Show," rejoins show in same capacity, replacing **VIC KNIGHT**, resigned.

JOHN PIVAL, WXYZ Detroit production director for past three years, has been appointed manager of television programming for WXYZ-TV, ABC's third midwest video outlet which makes its debut Oct. 9. Mr. Pival, who worked concurrently in AM and TV at station, studied television two years with **PAUL MOWREY**, network national video chief.

HELEN WALD, writer for ABC "Surprise Package", has joined writing staff of ABC "Kay Kyser Kollege."

MARION HUTTON, singer, has joined cast of CBS "Jack Carson Show" starting October 8.

HAL FINBERG replaces **BILL ROUSSEAU**, resigned, as producer of ABC "Adventures of Johnny Fletcher."

EDWARD SOBOL, producer-director of NBC's New York video staff, is transferring to Hollywood as television production manager of **KNBH**, NBC-TV station there. Carroll O'Meara, an NBC television director, is also moving from New York to Hollywood.

H. A. (Terry) HAYWARD, former radio producer for Wade Adv., Los Angeles, and Young & Rubicam Inc., Hollywood, has joined production staff of KTSL Los Angeles.

GLENN WHEATON has joined writing staff of CBS "Lum 'n' Abner" show.

GERALD MOHR is playing lead in new CBS program "Adventures of Philip Marlowe."

BILL DUANE, chief announcer at WBBM Chicago, is to teach advanced Northwestern U. classes in radio acting and announcing .

ELLIOTT ROBERTSON, production manager at WFAA Dallas, Texas, has resigned in order to complete novel which he is writing for Farrar, Strauss. Mr. Robertson left Sept. 16 for Europe where he will gather material for his book. He expects to remain there for at least 6 months.

BILL WARREN, formerly with WPAR Parkersburg, W. Va., has joined staff of WZIP Covington, Ky., as staff announcer.

EDWARD CARROLL, manager of Teletranscription department of DuMont network, discussed this method of kinescopic recording Sept. 30 at monthly dinner meeting of National Television Film Council, 6:30 p.m. at Sardi's in New York. Election of officers and discusion of proposed standard exhibition contract were also on agenda.

JACK HENTON has joined KFGO Fargo, N. D., as conductor of evening recorded dancing party .

AUBREY ISON, former program director with KVVC Ventura, Calif., has been appointed to same post at KAGH Pasadena, Calif .

KEN MAYER, WCOP Boston, staff announcer, has been promoted to a special events post at that station. He will handle all afternoon special events and the 11:00 p.m. "Calso News Report."

BEN MORRIS has joined announcing staff of WKY Oklahoma City, Okla. **JIM BYRNES, WKY** announcer, has resigned to enter U. of Oklahoma. **HOWARD De MERE**, formerly of WNAD Norman, Okla., replaces Mr. Byrnes. **HARRY HARBER**, also of station's announcing staff, has taken an indefinite leave of absence to enter Mayo Clinic in Rochester, Minn.

JERRY WALKER, author and narrator of the award-winning religious series "Victorious Living," has joined WBBM Chicago as writer-producer. For three years he worked as educational director of WLS Chicago, after which he did freelance writing, directing and acting.

CARLTON MORRISON, former head of WSB Atlanta, Ga., tape recorder section, has been transferred to WSB news staff. He now has three newscasts daily.

FAY CLARK has joined WBIS Bristol, Conn., as director of public affairs, and is to have her own daily half hour radio show. Miss Clark was with WBRY Waterbury, Conn., "Our Neighborhood" broadcast for 10 years, before taking her new job. She is chairman, Woman Broadcasters Advisory Committee of the UN, Radio Division.

JACK PITMAN, former conductor of a record show at WEAW Evanston, Ill., has joined WBAR, new Chicago FM station, as announcer and continuity writer.

JULIE BENELL, formerly the "Sally Andrews" beauty consultant of Walter Winchell's program, has been appointed director of women's activities at WFAA Dallas, Texas. She will conduct her own Monday-Friday program covering women's activities.

Miss Benell

NELSON KING WCKY Cincinnati, Ohio, disc jockey, is the father of a girl, Jeanette Lynne.

JACK BAKER has joined program department of KCMO Kansas City, Mo. He will be heard on half-hour morning show "Start the Day Right," and also on his own 15 minute "Jack Baker Show."

BILL McKAY, formerly with WCOM, Parkersburg, W. Va., and assistant in radio department of Ohio U. in Athens, has joined WPDX Clarksburg, W. Va., as musical director. He also emcees half hour jazz show called "Let's Face It" on WPDX-FM.

KFMB
(AND KFMB-FM)
sells
SAN DIEGO

PUT YOUR PRODUCT IN BEST POSITION

ON THE STATION WITH BEST POSITION

1000 watts 550 kc
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Feature of Week

(*Continued from page 10*)

one sound man, one producer, four announcers, one studio announcer, two walkie-talkie operators, one video technician and one studio projectionist.

When KDYL-W6XIS decided to undertake the coverage, the first step was to choose the area of play to be covered, since it was impossible to drive the mobile unit at random over the golf course. Decision went to the 18th fairway, from tee to green as the one that would give not only the most dramatic picture, but also the most comprehensive tournament coverage.

As each player appeared on the 18th tee, he could be immediately identified to the TV audience, along with his current score and his relative place in the standings. As the TV cameras followed him down the 425-yard fairway, the audience could keep an exact tab on his individual score.

To accomplish the 425-yard tee-to-green coverage, the station mounted one four-turreted image-orthicon camera on a scaffold 250 feet down the fairway, using the telescopic lens to pick up the drives off the tee. This left, for the average drive, an excellent medium range picture of the player making his spoon shot.

The second camera was mounted on top of the television truck parked approximately 150 feet from the green. With this arrangement the director had his choice of drives off the 18th tee, the approach shots and players holing out on the 18th green, as well as interviews with the finishing players, scores being posted, and color shots of the crowd and club house.

The two walkie-talkie operators and an announcer with a roving mike were able to cover the entire fairway, relaying information to other announcers or broadcasting direct. All announcers and crew members were briefed thoroughly on the game and the players before the tournament was telecast.

Coverage opened each afternoon with a sponsor's slide from the studio, then a switch to the golf course. Commercials were handled on film, with a transfer to the studio twice during each afternoon.

Television dealers reported the sale of TV sets mounted greatly on the strength of the KDYL-W6XIS coverage of the event.

Praise From Herman

COMMENDATION for the manner in which WCON, *Atlanta Constitution* station, covered the Georgia election, appeared in *The Statesman*, weekly paper of winning candidate, Herman Talmadge. "In many instances," said the editorial, "WCON was on the air with important news about the election as much as an hour before its competitors." The paper praised Lockwood Doty, WCON news editor, along with Ralph McGill, *Constitution* editor. "We think that the job done by WCON was by far the best radio coverage ever given an election in Georgia," the editorial concluded.

On All Accounts

(*Continued from page 10*)

for the agency. The latter account uses spot announcements for both its tissues and dinner napkins. Eversharp sponsors *Take It or Leave It* on CBS and a part of *Stop the Music* on ABC. Phil also acts in advisory capacity to the Emerson Radio account which is sponsoring Ed Sullivan on CBS-TV.

The Hinerfelds were married in 1931. They have three children, Joey, 15, June 7, and Stewart, five months old, and live in their own home in Rockville Centre, L. I.

Phil lists his hobbies as fishing, golf, target shooting, tennis and boxing. And he confesses that, for old time's sake, he sometimes likes to sit down with a good four-in-hand and ponder dreamily the rewards that can come to a good haberdasher.

FCC Actions

(*Continued from page 78*)

WCRO-FM Johnstown, Pa.—Granted request to cancel CP new FM station.

Following were granted mod. CPs for extension of completion dates as shown: WFHR-FM Wisconsin Rapids, Wis., to 10-15-48; WMBR-FM Jacksonville, Fla., to 3-25-49; WSLB-FM Ogdensburg, N. Y., to 10-19-48; WOAI-FM San Antonio, Tex., to 4-7-49; WTOA Trenton, N. J., to 11-10-48; KWFT-FM Wichita Falls, Tex., to 10-15-48; WNEX-FM Macon, Ga., to 11-18-48; WEAN-FM Providence, R. I., to 1-1-49; KNBC-FM San Bruno Mntn., Calif., to 2-12-49; WRNL-FM Richmond, Va., to 11-15-48; WACE-FM Springfield, Mass., to 4-15-49; WNAO-FM Raleigh, N. C., to 10-28-48; WLEE-FM Richmond, Va., to 3-16-49; WFMU Crawfordsville, Ind., to 12-30-48; KOIN-FM Portland, Ore., to 3-16-49; KRMD-FM Shreveport, La., to 11-1-48.

* On cond. that construction be completed or interim operation provided by that date.

WCFL-FM Chicago — Granted mod. CP for extension of completion date to 11-19-48 (*).

WCLA Baton Rouge, La.—Granted license new station 1220 kc 250 w D.

WOKZ WOKZ-FM Alton, Ill.—Granted voluntary assignment of license from R. C. Goshorn and R. L. Rose, copartnership d/b as Illinois-Alton Bcstg. Co. to WKOZ Inc.

WFOR Hattiesburg, Miss. — Granted license install new vertical ant. with FM ant. on top, make changes in ground system and change trans. location.

WSAU Wassau, Wis.—Granted license install new vertical ant. with FM ant. on top and change trans. location.

WWNH Rochester, N. H.—Granted license new station 930 kc 1 kw D.

WCOH Newnan, Ga.—Same—1400 kc 250 w unl.

KGVL Greenville, Tex.—Granted CP make changes in trans.

WDWS Champaign, Ill.—Granted CP reinstate CP 1400 kc 250 w unl.

KCFH Cuere, Tex. — Granted mod. CP to change trans. and studio locations.

WLNA Peekskill, N. Y.—Granted mod. CP for approval of ant. and trans. location, and to specify studio location.

KTBN Wichita Falls, Tex.—Granted mod. CP change type trans. and change studio location.

Following were granted mod. CPs for extension of completion dates as shown: WSB-TV Atlanta, Ga., to 12-8-48; WLOU Louisville, Ky., to 11-24-48; WMBD Peoria, Ill., to 12-28-48; KWAL Wallace, Ia., to 11-1-48.

National Bcstg. Co., Washington, D. C.—Granted license for new exp. TV station W3XZS.

WCSC-FM Charleston, S. C.—Granted license new FM station.

WSSB Durham, N. C.—Granted license new station 1490 kc 250 w unl.

Columbia Bcstg System, New York—Granted mod. license W2XCS to change frequency to 560-580 mc.

KICM Mason City, Iowa—Granted CP make changes in vertical ant.

KEFM Midcontinent Bcstg. Co., Sioux Falls, S. D.—Granted request to cancel CP new FM station.

WMRE Commander Industries, Oak Park, Ill.—Granted request to cancel CP new FM station.

WDLB-FM Marshfield, Wis.—Granted mod. CP change type trans.

Following were granted mod. CPs for extension of completion dates as shown: WKVN Area Arecibo, P. R., to 12-15-48; W2XBH Nutley, N. J., to 12-26-48; WDAF-TV Kansas City, to 6-30-49; WOW-TV Omaha, Neb., to 12-31-49; KREL-FM Goose Creek, Tex., to 3-21-49 (*); KWGS, Tulsa, Okla., to 8-8-49; WTIC-FM Avon, Conn., to 12-31-49; KAKC-FM Tulsa, Okla., to 3-1-49; KLUF-FM Galveston, Tex., to 2-1-49 (*); WHB-FM Kansas City, to 12-13-49; KWK-FM St. Louis, to 4-1-49; WGBS-FM Miami, Fla., to 4-12-49; WSIX-FM Nashville, to 1-4-49; WCOV Uniontown, Pa., to 11-30-48; WCOV Montgomery, Ala., to 3-19-49; WFMD FM Baltimore, to 11-30-48; KCRA-FM Sacramento, Calif., to 12-28-48; WHYN-FM Holyoke, Mass., to 1-1-49; WHK Cleveland, to 1-11-49; KSD-FM St. Louis, to 12-16-48; KCLI Los Angeles to 12-15-48; WTAX-FM Springfield, Ill., to 11-30-48; WQQW-FM Washington, D. C., to 12-31-48.

September 28 Applications . . .

ACCEPTED FOR FILING

License for CP

KXGN Glendive, Mont.—License to cover CP new standard station.

WEKR Fayetteville, Tenn.—Same.

WGEZ Beloit, Wis.—Same.

WTWT Stevens Point, Wis.—Same.

AM—1340 kc

James Madison Bcstg. Corp., Orange, Va.—CP new standard station 1340 kc 250 w unl. AMENDED re stockholders.

Modification of CP

WKJB Mayaguez, P. R.—Mod. CP for change frequency, increase power, etc. for extension of completion date.

License Renewal

WFIL-FM Philadelphia — License renewal of FM station.

WBGO Newark, N. J.—License renewal educational station.

License for CP

KFAM-FM St. Cloud, Minn.—License to cover CP new FM station.

Modification of CP

KONG Alameda, Calif.—Mod. CP new FM station for extension of completion date.

WCOL-FM Columbus, Ohio—Same.

KUGN-FM Eugene, Ore.—Same.

KEX-FM Portland, Ore.—Same.

WDOD-FM Chattanooga, Tenn.—Same.

KLTI-FM Longview, Tenn.—Same.

WPOE Elizabeth, N. J.—Same.

KBMT San Bernardino, Calif.—Same.

KQW-FM San Francisco—Same.

KCKN-FM Kansas City, Kan.—Same.

KVOL-FM Lafayette, La.—Same.

WTAG-FM Worcester, Mass.—Same.

WNBQ Chicago—Mod. CP new commercial TV station for extension completion date.

KLEE-TV Houston, Tex.—Same.

TENDERED FOR FILING

AM—970 kc

WMOG Brunswick, Ga.—CP change frequency from 1490 to 970 kc, power from 250 w to 1 kw, install DA-D.

Transfer of Control

WVLK Versailles, Ky.—Consent to transfer of all outstanding stock of licensee corp. to Scripps-Howard Radio Inc. (contingent on application for removal of WVLK from Versailles to Cincinnati.

YOU CAN DOMINATE all WEST MICHIGAN WITH WLAV and WLAV-FM

This is the most rapidly growing FM market in the country because, as you know, in this area only FM gives a strong, clear, interference-free signal that every advertiser wants. With our high popularity ABC and local programs, it covers the entire area of our important market. Let us give you full details . . . facts and figures. Take advantage of present low contract rates. Contact us now.

Now 3,000 watts. C. P. 57,000.
ABC Network

WLAV and WLAV-FM

KEELER BUILDING, GRAND RAPIDS, MICH.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

AM—1400 kc

WBMD Baltimore—CP to change hours from D to unl., frequency from 750 kc to 1400 kc, power from 1 kw D to 5 kw DN. (Contingent on WCBM vacating 1400 kc.)

Transfer of Stock

WLTC Gastonia, N. C.—Consent to transfer of stock owned by Phil P. Jackson and Allen H. Smith in licensee firm to Mrs. Jessie Mai Petty Snyder, James B. Petty and William C. Petty Jr..

Transfer of Site

WVLK Versailles, Ky. — CP change studio and trans. location of WVLK from Versailles to Cincinnati and change type trans. (Contingent on simultaneously filed transfer of control to Scripps-Howard Radio Inc.)

AM—540 kc

WTIP Charleston, W. Va.—CP change frequency from 1240 to 540 kc, power from 250 w to 1 kw unl.

Assignment of License

KGFN Grass Valley, Calif.—Consent to assignment of license to '49er Bcstg. Co.

Assignment of CP

WSFL Springfield, Mass.—Consent to assignment of CP for FM station to Springfield Bcstg. Co.

WJTV Syracuse, N. Y.—Consent to assignment of CP for TV station to Meredith Syracuse Television Corp.

September 29 Decisions . . .

BY COMMISSION EN BANC

FM Authorizations

Granted CPs for one new Class A and two new Class B FM stations; also issued CPs to cover previously authorized cond. grants for one Class A and five Class B outlets. See story this issue.

Modification of CP

WLAD-FM Danbury, Conn.—Granted mod. CP to make changes in ant.

WNHC-FM New Haven, Conn.—Granted mod. CP to change ant. height from 490 ft. to 500 ft.

WDEL-FM Wilmington, Del.—Granted mod. CP to change power from 15.3 kw to 20 kw; ant. from 555 ft. to 460 ft.

WWLH New Orleans—Granted mod. CP to change power from 190 kw to 12 kw; ant. from 500 ft. to 380 ft.

WBMS-FM Boston—Granted mod. CP to change ant. height from 500 ft. to 460 ft.; to specify trans. and studio locations, change trans. and make changes in ant.

FM—97.1 mc

WWJ-FM Detroit—Granted CP to specify postwar facilities for prewar station; Class B; Channel 246 (97.1 mc), 8.7 kw; 685 ft.

Modification of CP

WYON Yonkers, N. Y.—Granted mod. CP to change power from 300 w to 1 kw; ant. height from 290 ft. to 170 ft.

KYNJ-FM Fargo, N. D.—Granted mod. CP to change power from 64 kw to 63 kw and ant. height from 340 ft. to 390 ft.

WKBN-FM Youngstown, Ohio—Granted mod. CP to change ant. height from 525 ft. to 510 ft.; to specify studio and trans. locations; change trans. and make changes in ant.

WELD Columbus, Ohio—Granted mod. CP to change power from 60 kw to 30 kw; ant. height from 320 ft. to 430 ft.

WERE-FM Cleveland—Granted mod. CP to change ant. height from 605 ft. to 610 ft.; cond.

WIMA-FM Lima, Ohio—Granted mod. CP to change power from 50 kw to 15 kw.

WFIL-FM Philadelphia—Granted mod. CP to change power from 9 kw to 10 kw; ant. height from 670 ft. to 650 ft.

WEAN-FM Providence, R. I.—Granted mod. CP to change power from 16.5 kw to 20 kw, and ant. from 545 ft. to 500 ft.

WJPA-FM Washington, Pa.—Granted mod. CP to change power from 5.8 kw to 6 kw; and ant. from 390 ft. to 360 ft.

CPs Reinstated

WKNY-FM Kingston, N. Y.—Granted CP to replace expired CP which authorized Class B FM station, completion of construction to specify Dec. 29.

WMFD-FM Wilmington, N. C.—Granted application to replace expired CP for Class B station, with completion of construction to specify Dec. 1.

KMUS-FM Muskogee, Okla.—Granted application to replace expired CP for Class B station with completion date specified as Nov. 1.

WGAU-FM Athens, Ga.—Same except completion date to be specified as Oct. 15.

WLAG-FM La Grange, Ga.—Same except completion date to be specified as Oct. 20.

WTUX-FM Wilmington, Del.—Same except completion date to be specified as Feb. 1. 1949.

Application Dismissed

Rocky Mountain Bcstg. Co. Pueblo, Col.—Adopted order vacating cond. grant for Class B station authorized April 17, 1947, and dismissed said application for failure of prosecution.

License Renewal

WIBX-FM Utica, N. Y.—Granted renewal of license for period ending March 1. 1950.

KAGH-FM Pasadena, Calif.—Granted renewal of license for period ending June 1, 1950.

WJPG-FM Green Bay, Wis.—Granted renewal of license for period ending Dec. 1.

WSHS Floral Park, N. Y.—Granted renewal of noncommercial educational FM station for period ending Sept. 1, 1951.

FM APPLICATIONS

Anderson, Ind.—Civic Broadcasting Corp., Channel 292 (106.3 mc), ERP 0.32 kw, antenna height above average terrain 219.4 ft. Estimated cost $6,985. Applicant is licensee of AM station WCBC Anderson. Filed Sept. 24.

AM APPLICATIONS

Hornell, N. Y.—The W. H. Greenhow Co., 1250 kc, 1 kw, daytime. Estimated cost $14,459. Applicant is licensee FM station WWHG Hornell. Filed Sept. 24.

(Continued on page 89)

THRILL SERIALS BORE YOUTH, SURVEY SHOWS

BLOOD-AND-THUNDER serials and superhuman deeds of daring —the lion's portion of radio programming for youngsters — only bore American youths between the ages of 10 and 16, according to a nationwide survey just completed by the Boys' Athletic League of New York.

Asked to select their favorite radio personality, the majority of the 20,000 youths polled by the league picked the amiable Jack Benny, who is hardly a match for *Superman*, with or without his deadly fiddle, and whose act is usually considered adult fare. Bing Crosby was a close second to Mr. Benny and Al Jolson third. Boys preferred Red Skelton and girls chose Bob Hope for fourth place.

Among radio programs preferred by the youngsters, *Blondie* led, with Jack Benny's show close behind. *Sam Spade*, *Detective*, and *Baby Snooks* ran third and fourth.

The Lone Ranger, *Dick Tracy*, *Superman*, *Boston Blackie*, *Fat Man*, and other so-called thrillers, drew a smattering of votes, no more than *The Answer Man*, *Lux Radio Theatre* and *My Friend Irma*.

ATS MEETING

THE AMERICAN Television Society will hold its first luncheon meeting of the 1948-49 season Oct. 5, at the Hotel Astor, New York. Subject will be "Program Plans of New York Television Stations for the New Season," and heads of New York video stations will outline plans.

UPON completion of his 25th year in organized baseball, Larry Gilbert (r), Nashville Volunteers' manager, receives one of Nashville's first television sets from WSM through its general manager, Harry Stone. WSM-TV plans to be on the air within the year.

Gen. Sarnoff Addresses Jewish Group's Meeting

BRIG. GEN. DAVID SARNOFF, RCA president and board chairman, addressed a convocation of the Jewish Theological Seminary of America in New York Sept. 27 on the occasion of the conferring on General Dwight D. Eisenhower of the honorary degree, Doctor of Humane Letters.

Stressing the need for inspired leadership in a civilization fast reaching a climax in the "race between education and catastrophe," Gen. Sarnoff hailed Gen. Eisenhower's record of "statesmanship, tolerance and humaneness."

Gen. Sarnoff outlined four freedoms (from hate, prejudice, superstition and ignorance) as the keys to the world's problems of man's relationship with man.

WMIX, WMIX-FM NEW STUDIOS OPEN OCT. 5

NEW $120,000 studios of WMIX and WMIX-FM Mt. Vernon, Ill., will be dedicated Oct. 5, with a special studio program and a three and a half hour stage show broadcast from the Granada Theatre. WMIX is on 940 kc, with 1 kw daytime; WMIX-FM is on 94.1 mc, with 15.7 kw.

As part of the operating plan, WMIX-FM will block program musical and dramatic shows on FM only between 7 and 9 p.m. It is estimated that there are over 50,000 FM sets in the area.

A reception will be held at 5 p.m. Oct. 5, in the new studios, with sponsors and agency representatives invited, according to John R. Mitchell, president of the Mt. Vernon Radio & Television Co., owner of WMIX and WMIX-FM.

TV Pool Coordinator

ROBERT JAMIESON, operations manager, WABD New York, will again act as coordinator of the TV pool pickup of the World Series starting Oct. 6. Mr. Jamieson served in the same capacity last year when eight stations in an East Coast network comprised the pool. This year 19 stations in eight cities will take the feeds for the eastern network, with possibly a midwest chain of nine stations in seven cities joining.

Allied Arts

GOULD, BROWN & SUMNEY Inc., marketing consultants, 20 West Jackson Blvd., Chicago, moved Oct. 1 to new offices at 321 Plymouth Court, Chicago.

DAVID H. GAINES, formerly with CBS in New York, has joined staff of Twin City Television Lab. in Minneapolis.

JOSHUA SIEGER, engineering chief of Great Britain's wartime radar program, has been named director of research and development for Freed Radio Corp.

Mr. Sieger

CHARLES K. KROLEK, RUSSELL J. WEBER and **CHARLES C. KAYHART** have been appointed as district representatives for The Magnovox Co. Mr. Krolek is in charge of western district, west of Rocky Mountains, with headquarters in San Francisco; Mr. Weber is central division service manager with offices in Chicago, and Mr. Kayhart is eastern seaboard representative with offices in New York.

TELEVISION course for general public as well as for college students is an innovation announced last week by Harold E. Stassen, president of Pennsylvania U., and Leon Levy, president and general manager of WCAU stations, Philadelphia. Course will include actual television work in WCAU-TV studios supplemented by lectures and instruction at university.

FRED D. WILSON, former vice president in charge of operations for Radio Corp. of America, RCA Victor Division, has been appointed assistant to president of Bendix Home Appliances Inc., South Bend, Ind., newly created position. Mr. Wilson joined RCA Victor as Minneapolis district manager in 1936.

JOSEPH G. HOWLAND has been appointed advertising and sales promotion manager for Motorola Inc., Chicago, succeeding **VICTOR A. IRVINE,** who retired because of illness. Mr. Howland, an advertising executive for 20 years, was associated previously with Pressed Steel Car Co., W. W. Garrison Agency and Stewart-Warner Corp., Chicago. **ROBERT J. FLANAGAN,** former assistant to Mr. Irvine, is now assistant advertising and promotion manager.

DR. KARL R. SPANGENBERG, specialist in vacuum tube research, has been granted leave of absence from Department of Electrical Engineering, Stanford U., Palo Alto, Calif., to become head of Electronic Branch of the Office of Naval Research.

ROBERT P. CAREY, public relations counselor, and Lorita Maloney, Chicago songstress, announced their marriage Sept. 21. Mr. Carey is public relations director for Bozell & Jacobs, Chicago.

BRUNSWICK Division of Radio & Television Inc. last week announced that distributors for Emerson Radio & Phonograph Corp. will henceforth handle complete distribution of Brunswick's television receiver line. Brunswick franchises are to be extended to new dealers in each territory, but Brunswick's "selective dealer distribution" policy will be continued under Emerson distributorship, it was said.

DOROTHY FELL, formerly of Weiss & Geller and Schwimmer & Scott agencies, Chicago, has been appointed secretary of new firm, Radio Features Inc., also Chicago, of which Walter Schwimmer is president.

RALPH D. KIBBE, for more than 20 years in retail advertising, has been appointed Western merchandising and promotion manager for the Philco Corporation, with headquarters in San Francisco. His territory includes the 11 Western states, Alaska and Hawaii.

MARKET RESEARCH AND ADV. Inc., has moved its New York office from 600 Madison Ave. to 580 Fifth Ave.

GORDON M. DAY PRODUCTIONS, New York, producer of radio programs and singing commercials, has moved to 108 E. 30th St., New York.

ABT PRODUCTIONS, New York, has announced production of 13 open end video shorts starring Robin Morgan, six-year old actress who has her own disc-jockey program on WOR New York and is two-year veteran member of "Juvenile Jury" on MBS. Shorts will have running times of 17½ to 27½ minutes.

LEE WHOLESALE Co., Kansas City, Mo., has been appointed exclusive distributor of Admiral radios, phonographs and TV sets, along with other products, for western half of Missouri and a portion of eastern Kansas.

J. ROBERT MENDTE Inc., Philadelphia, has been engaged by Smith Davis Corp., New York newspaper and radio brokers, primarily to make market studies.

ROBERT SCHULTZ, former continuity director for KIXL Dallas, has been appointed to Radio-Television Department of MCA as an agent.

TOM KIRBY, formerly with Philco Corp. at Atlanta, Ga., has been appointed manager for company in San Francisco. He will direct all Philco sales activities in North Pacific Division.

DR. A. K. WRIGHT, chief radio engineer of Tungsol Lamp Works Inc., Bloomfield, N. J. has been appointed member of Joint Electron Tube Engineering Council. Dr. Wright who has been with Tungsol's engineering staff since 1937, was formerly chairman of the Council's receiving tube committee, and is senior member of Institute of Radio Engineers.

Equipment

NEW SMALL, portable tone generator, designed primarily for use in broadcasting studios, is now in production, according to RCA Engineering Products Dept. Called Type WA-26A, it combines a high-quality audio oscillator and sensitive meter, supplying a suitable tone for use in equalizing remote telephone lines. Overall weight with batteries is 9 pounds, 4 ounces.

CONCORD RADIO, Chicago and Atlanta, and **RADIO WIRE TELEVISION,** New York, Boston and Newark, have combined to form **LAFAYETTE-CONCORD,** radio parts distributing firm.

AIR KING PRODUCTS Co. Inc., Brooklyn, N. Y., announces production of portable wire recorder. New machine is complete unit and includes: amplifier and speaker; has immediate playback; records from microphone, radio, phonograph or telephone; automatic shut off at end of play or rewind of wire; crystal mircrophone for hand, table or stand with plug in mike cord; makes permanent recordings or erases automatically when recording over used wire; has plug for cable to record from radio or phonograph; safety lock prevents accidental erasures and utilizes 4 tubes plus selenium rectifier.

ZENITH RADIO Corp., Chicago, has announced price increase on certain models because "of continued rise in costs of components and cabinets, together with substantial wage increase," according to H. C. Bonfig, vice president. Increases went into effect Sept. 27.

STARRETT TELEVISION Corp., New York, has begun delivery of console receiver, the Adams, containing 12-inch viewing tube, AM and FM units and record changer. Chassis, housed in Hepplewhite cabinet, includes 30 tubes and a rectifier. Unit is priced at $795 retail.

Crosley Corp. Schedules 175,000 TV Sets for '49

CROSLEY Corp. will produce more than 175,000 television receivers next year, with a dollar volume of $57,000,000, according to Raymond C. Cosgrove, executive vice-president of Avco Mfg. Corp., of which Crosley is a wholly-owned subsidiary. Mr. Cosgrove spoke Sept. 17 at a meeting of the New York Security Analysts.

Crosley is expanding its manufacturing facilities this month to turn out a total of 10,000 sets monthly. "We are estimating that approximately 1,500,000 television receivers will be produced by the industry in 1949, or approximately double the 700,000 which will be produced this year," Mr. Cosgrove said.

Peter MacArthur, Radio Pioneer, Succumbs at 64

PETER MacARTHUR, 64, one-time program director of WOC Davenport, Iowa, and later program director of WHO Des Moines, died Sept. 26 in Palm Beach, Fla., where he had lived since retirement in 1938.

Mr. MacArthur, born in Glasgow, Scotland, came to the United States when he was 18. He was in light opera, musical stock and vaudeville in New York. He understudied Harry Lauder and played with George M. Cohan. He joined WOC Davenport in 1924 as announcer and singer; became program director of WHO Des Moines when Central Broadcasting Co. bought the station in 1932.

Mr. MacArthur is survived by his wife, Lydia Hupfer MacArthur.

State Dept. Make Operation Shift

THREE major changes in operations of the State Dept.'s "Voice of America" were scheduled have been effected over a per of a week, it was learned l week.

State Dept. officials announc that the first change took pla Sept. 26 as a result of domes time changes.

All programs formerly handl by NBC and CBS were to ha been taken over last Thursday the government department. O cials indicated that about 72 pe sons employed by the networ and subsequently cleared by FB loyalty checks, would be added t the State Dept. staff.

Revisions in the program sche ule were necessitated yesterda (Oct. 3) to accomodate world tim changes. At this time the Sta Dept. planned to increase its pr gramming, by BBC relay, from to 10½ hours and to effect slig cuts in broadcasting to Lati American countries. It was als announced that some minor la guage broadcasts to the Far Ea were being dropped until the D partment has passed through i transition period.

Plans to reinstate this Decembe a practice abolished the prece ing December was announced. total of 380,000 printed progra schedules for December will b mailed out at the end of Octobe Mailing of programs is schedule to then proceed on a regular basis

Azcarraga Featured

EMILIO AZCARRAGA, Mexica "tycoon," and controller of a chai of 80 radio stations, is the subjec of a piece in *This Week*, Sept. 2 issue. The story, by Richard Eng lish, tells of how Senor Azcarraga set up a chain of events that even tually gained him control of 70% of the Mexican radio market, and ownership of XEW, Mexico's pow erful, 250-kw station, in addition to other interests in Latin Amer ica.

GATES

100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.

Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.

TELEPHONES: IN QUINCY 522 IN WASHINGTON MET. 0522

Gates Radio Company Quincy Illinois

Buy the FM Audience in Kansas City direct—

Without paying AM Rates!

KOZY

Kansas City's Pioneer FM Station

10,000 Watts

FCC Actions

(Continued from page 87)

September 30 Decisions . . .

BY THE COMMISSION

TV Suspension

Announced order suspending actions on all TV applications for new stations pending settlement of proceedings to revise standards and national allocations (see story page 22A).

Multiplex Facsimile

WEAW Evanston, Ill.—Granted request to transmit multiplex facsimile in accordance with Secs. 3.266 and 3.268 of the rules for period Sept. 24 to Oct. 24. (Action taken Sept. 24.)

Argument Set

Scheduled oral argument on Oct. 29 in matter of promulgation of rules and regulations concerning origination point of programs by standard and FM stations.

Scheduled oral argument upon any exceptions that may be filed by parties re applications of Northwestern Ohio Bcstg. Corp., Lima, Ohio, and Sky Way Bcstg. Corp., Columbus, for Oct. 25 at 2 p.m.

Extension Granted

WIKK Erie, Pa.—Granted extension of program test for period of 10 days. (Action taken Sept. 23.)

Multiplex Facsimile

Granted authority for period of 90 days to stations WFIL-FM Philadelphia and WAAT-FM Newark to transmit multiplex facsimile in accordance with Sec. 3.266 of rules. (Action taken Sept. 23.)

BY COMMISSION EN BANC

License Renewal

Following stations were granted license renewal for period ending Aug. 1, 1951: KVAL Brownwood, Tex.; WMGR Bainbridge, Ga.; KICM Mason City, Iowa; WLAT Conway, S. C.; KYCA Prescott, Ariz.; WWNS Statesboro, Ga.

WFSS Coram, N. Y.—Upon petition and supplements thereto, adopted order waiving Sec. 3.204(a) of rules, removed from hearing docket and granted in part application of WFSS for mod. CP to specify Class B FM station instead of Class A operation on Channel 227 (103.3 mc), 1.8 kw power, ant. 235 ft., subject to ant. being oriented with slot in direction of 40° east of true north. (Comrs. Coy and Webster not participating.)

AM—1400 kc

Bauer Bcstg. Co. Sandpoint, Ida.—Granted CP new station 1400 kc 250 w unl.; estimated cost $13,330; engineering cond.

AM—1410 kc

Christian County Bcstg. Co., Taylorville, Ill.—Upon petition for reconsideration and grant without hearing, application was removed from docket and granted for new station 1410 kc 1 kw D DA; engineering cond.; estimated cost $14,561.

AM—1230 kc

Belen Bcstg. Corp., Belen, N. M.—Granted CP new station 1230 kc 250 w unl.; engineering cond.; estimated cost $15,500.

AM—1400 kc

Sandhills Bcstg. Corp., Alliance, Neb.—Granted CP new station 1400 kc 250 w unl.; engineering cond.; estimated cost $15,400.

AM—1280 kc

Radio Hanover Inc., Hanover, Pa.—Granted CP new station 1280 kc 1 kw D; engineering cond.; estimated cost $17,560.

AM—920 kc

Central Pa. Bcstg. Co., Lewistown, Pa.—Granted CP new station 920 kc 1 kw D; engineering cond.; estimated cost $38,000.

AM—1440 kc

Brazos Bcstg. Co., Bryan, Tex.—Granted CP new station 1440 kc 500 w D; engineering cond.; estimated cost $13,662.

AM—1490 kc

Culpeper Bcstg. Corp., Culpeper, Va.—Granted CP new station 1490 kc 250 w unl.; engineering cond.; estimated cost $25,000.

Assignment of License

WTWA Thomson, Ga.—Granted assignment of CP and license from Walter J. Brown tr/as Hickory Hill Bcstg. Co. to Hickory Hill Bcstg. Co., corporation, for total consideration of $25,000.

WFUN Huntsville, Ala.—Granted consent to assignment of license from partnership composed of Lauren Mickle, John Garrison and Joe S. Foster Jr. to corporation in which Garrison will be 1/3 stockholder; remaining interest will be held by new party.

KVOW Littlefield, Tex.—Granted voluntary assignment of license from J. C. Rothwell to partnership composed of J. C. Rothwell and J. B. McShan d/b as Southwestern Bcstrs. for consideration of $4,885 for 25% interest.

Acquisition of Control

WBET WBET-FM Brockton, Mass.—Granted consent to acquisition of control of AM and FM stations growing out of deaths of S. H. and Florence L. Rich, to C. L. Fuller of Enterprise Pub. Co.

Hearing Designated

Glenn West, Portland, Ind.—Designated for hearing application for new station 1440 kc 250 w D and made WIRE and WANE parties to proceeding.

Spartanburg Radio Co., Spartanburg, S. C.—Designated for hearing application for new station 1220 kc 1 kw D.

WAMS Wilmington — Designated for hearing application for mod. license to change hours from sharing WAWZ to operate simultaneously with WAWZ D and continue to share time N.

AM—1480 kc

KGCX Sidney, Mont.—Granted CP increase D power from 1 kw to 5 kw and install new trans.

Modification of CP

WWRL Woodside, Long Island, N. Y.—Granted mod. CP to make changes in DA.

WVNJ Newark, N. J.—Granted mod. CP to make changes in DA, change trans. location, change type trans. and specify studio location; cond.

Hearing Designated

KGEM Boise, Ida.—Designated for hearing application for mod. CP to effect change in DA-DN and for approval of ant. site; made WRVA Richmond, Va. and KGDM Stockton, Calif., parties to proceeding.

Petition Granted

WIKK Erie, Pa.—Granted petition for waiver of provisions of standards requiring minimum field intensity of 25 mv/m over business and industrial districts, and issued license covering operation of WIKK.

September 30 Applications . . .

ACCEPTED FOR FILING

Program Authority

Burns Avenue Baptist Church, Detroit—Extension of authority to transmit programs to CKLW Windsor, Ontario, Canada, for a period beginning 10-10-48.

License Renewal

KRLC Lewiston, Ida.—License renewal AM station.

WCLT Newark, Ohio—License renewal FM station.

KRJM Santa Maria, Calif.—Same.

Booster—1400 kc

WBSC Bennettsville, S. C.—CP to install booster station near Cheraw, S. C., to be operated unl. synchronously with WBSC on 1400 kc, 250 w.

Transfer of Control

KGIL San Fernando, Calif.—Voluntary transfer of control of licensee corporation from Helen Ruth Allen, executrix of estate of C. P. M. Allen, deceased, to F. J. Smalley Jr.

WILM WILM-FM Wilmington—Voluntary transfer of control of licensee corporation from Alfred G. Hill, Francis H. Brinkley, Mary Francis Holton (nee Mary Francis Hill), Julia G. Hill, E. A. O'Connor, Jack B. Thompson, Chester Times to Hawkins Bcstg. Co. Inc.

WMIN WMIN-FM St. Paul—Involuntary transfer of control of licensee corporation from Edward Hoffman, deceased, to Louis A. Shedorsky, Mort Bentson and Marion Newman, executors of estate.

Assignment of CP

WHSY Hattiesburg, Miss.—Voluntary assignment of CP from Charles Welmer Holt, Marvin Rueben and Vernon J. Cheek, partnership d/b as Hub City Bcstg. Co. to The Hub City Bcstg. Co. Inc.

WKDN Camden, N. J.—Voluntary assignment of CP from Ranulf Compton, d/b as Radio WDKN to South Jersey Bcstg. Co.

Assignment of License

KBMY Billings, Mont.—Voluntary assignment of license from Don C. Foote, John W. Foote, Robert E. Mulvaney, Willard Mulvaney, Horace S. Davis and Rockwood Brown, co-partners d/b as Billings Bcstg. Co. to Don C. Foote, John W. Foote, Horace S. Davis and Rockwood Brown, co-partners d/b as Billings Bcstg. Co.

Modification of CP

KWBB Wichita, Kan.—Mod. CP new standard station for extension of completion date.

KLMS Lincoln, Neb.—Same.

WIBM Jackson, Mich.—Mod. license to change studio from 228 W. Michigan Ave. to 2511 Kibby Road, Summitt Township.

KEIO Pocatello, Ida.—Mod. CP change frequency, increase power, etc., for extension of completion date.

KTBS Shreveport—Same.

KLAC Los Angeles—Mod. CP increase power, etc., for extension of completion date.

KROD El Paso, Tex.—Same.

FM—Ant. Height

WNBF-FM Binghamton, N. Y.—CP increase ant. height above average terrain from 590 ft. to 797 ft.

License for CP

WOL-FM Washington, D. C.—License to cover CP new FM station.

KDKA-FM Pittsburgh—Same.

Modification of CP

WOAK Chicago—Mod. CP new FM station (Class A) to change to Class B, frequency from 98.3 mc, Channel 1252, to 93.9 mc, Channel 230; change ant. height above average terrain from 200 ft. to 300 ft.

WWOL-FM Buffalo—Mod. CP new FM station to change ERP to 13 kw, ant. height above average terrain to 256 ft. AMENDED to change ERP to 7.5 kw, decreased ant. height above average terrain to 222 ft.

KBIX-FM Muskogee, Okla.—Mod. CP new FM station to change ERP from 9.7 to 3.32 kw, ant. height above average terrain from 325 ft. to 319 ft.

KRNA Okmulgee, Okla.—Mod. CP new FM station for extension of completion date.

KFSA-FM Fort Smith, Ark.—Same.

KVRO Brownsville, Tex.—Same.

KVMR McAllen, Tex.—Same.

WLON Front Royal, Va.—Same.

APPLICATION DISMISSED

AM—1450 kc

Cavalier Bcstg. Corp., Hagerstown, Md.—CP new standard station 1450 kc 250 w unl. DISMISSED Sept. 28.

TENDERED FOR FILING

Assignment of License

WFRL Freeport, Ill.—Consent to assignment of license to Freeport Bcstg. Co. Inc.

STATION DELETED

AM—1490 kc

KADP, Alva B. Adams tr/as Adams Bcstg. Co., Pueblo, Col.—Deleted station 1490 kc 250 w unl.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO SEPTEMBER 30

Class	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM STATIONS	1,773	318	—	545	312
FM STATIONS	194	729[1]	83[2]	84	36
TV STATIONS	7	116[3]	—	304	186

[1]419 are on air. [2]30 are on air. [3]22 are on air.

TV APPLICATIONS

El Paso, Tex.—Claude H. Craig, Channel 5 (76-82 mc), 16.5 kw visual, 8.25 kw aural, antenna height above average terrain 461 ft. Estimated cost $165,650, first year operating cost $75,000, no estimate of first year income. Mr. Craig owns 50% of Winslow B. Felix Co., Chevrolet dealer in Los Angeles. Filed Sept. 27.

Washington, D. C.—NBC, experimental station to operate in 816-854 mc band with peak power of 400 w. Applicant requests station for experimentation to determine the feasibility of utilizing parallel tubes at UHF for increased power and to obtain propogation data at the high end of the experimental TV band. NBC already is operating an experimental video station on 510 mc in Washington in conjunction with its commercial TV outlet WNBW there. Network's experimental program and results of tests to date were given at FCC-industry conference on utilization of UHF band for commercial television [BROADCASTING, Sept. 27].

AM APPLICATIONS

Bakersfield, Calif.—William T. Smith, 1470 kc, 500 w, daytime. Estimated cost $31,463. Mr. Smith is owner of Pacific Mill and Lumber Co. (wholesale lumber), Los Angeles. Filed Sept. 27.

Hornell, N. Y.—The W. H. Greenhow Co., 1250 kc, 1 kw, daytime. Estimated cost $14,459. Applicant is licensee FM station WWHG Hornell. Filed Sept. 24.

FM APPLICATIONS

Asheboro, N. C.—Asheboro Broadcasting Co. Inc., Channel 300 (107.9 mc), ERP 15.5 kw, antenna height above average terrain 649 ft. Estimated cost $23,262. Applicant is licensee of WGWR Asheboro. Filed Sept. 24.

Anderson, Ind.—Civic Broadcasting Corp., Channel 292 (106.3 mc), ERP 0.32 kw, antenna height above average terrain 219.4 ft. Estimated cost $6,985. Applicant is licensee of AM station WCBC Anderson. Filed Sept. 24.

Gadsden, Ala.—G. W. Covington Jr., Channel 246 (97.1 mc), ERP 3.35 kw, antenna height above average terrain 194 ft. Estimated cost $14,850. Mr. Covington owns WCOV and WCOV-FM Montgomery, Ala.; WGWD Gadsden and WGWC Selma, Ala. Filed Sept. 27.

Selma, Ala.—G. W. Covington Jr., Channel 239 (95.7 mc), ERP 1 kw, antenna height above average terrain 304 ft. Estimated cost $26,200. Filed Sept. 27.

FCC ANNOUNCES CPs CANCELLED BY FOUR

CONSTRUCTION PERMITS for one AM station and three FM stations were cancelled last week by the FCC.

The AM permit had been issued to KADP Pueblo, Col., and was cancelled by the Commission at the request of Alva B. Adams, permittee, who stated that he had decided to discontinue his plans for the station. The grant had been for 1490 kc with 250 w unlimited.

Also at Pueblo, the FM permit issued to Rocky Mountain Broadcasting Co., permittee of KRON that city, was dismissed for failure of prosecution. The AM and FM permit were both issued in April 1947. Since that time, the Commission stated, no further action had been taken on the FM station.

Midcontinent Broadcasting Co.'s permit for KEFM (FM) Sioux Falls, S. D., was cancelled at the request of the permittee who stated that construction costs had exceeded expectations. Midcontinent is licensee of KELO Sioux Falls.

At Johnstown, Pa., the permit for WCRO-FM was cancelled at the request of Century Broadcasting Corp., permittee. Firm stated it was expanding its AM operation and felt it was better to concentrate all effort toward better AM programming.

At Deadline ...

WLIB CHARGES WOWO WITH 'DILATORY TACTICS'

REQUEST of Westinghouse Radio Station's WOWO Ft. Wayne for reopening of hearing on its 1190-kc fight with WLIB New York [BROADCASTING, Aug. 30] branded "dilatory tactics" in brief filed Friday by WLIB.

New York station's brief, by Marcus Cohn of Washington law firm of Cohn & Marks, claimed WOWO had offered "inconsequential and immaterial grounds" for re-opening, but said WLIB has some questions for WOWO if further hearing is called. Among these: WRS intentions as licensee in view of reports it is considering sale of KEX Portland; amount of time Westinghouse President Gwilym A. Price and Vice President Walter Evans devote to WOWO; extent to which WOWO programming has changed since 1946-47 hearings, and whether WOWO does or will carry lottery programs.

WOWO had posed similar questions about WLIB for consideration in further hearing and asked that Mrs. Dorothy S. Thackrey, WLIB owner, be called for additional testimony. If further hearing is called, WLIB asked Messrs. Price and Evans also be called back.

TIMES-HERALD OWNERS SEEK PEARSON SCRIPT

FORMAL demand for portion of Sept. 26 Drew Pearson script on ABC made to network and WMAL Washington Friday by Louis G. Caldwell, Washington attorney, on behalf of seven owners of *Washington Times-Herald*, beneficiaries under will of Eleanor Patterson.

Remarks by Mr. Pearson dealing with death of a former *Times-Herald* official are construed by present owners of newspaper as libelous and defamatory, with possibility of libel suit.

Copy of Mr. Caldwell's letter was sent to FCC Chairman Wayne Coy. Mr. Coy described it as legal matter.

ABC officials said network does not own material in Pearson scripts since its contract is with sponsor. Oral agreement between network and Frank H. Lee Co. said to give sponsor right to refuse to produce scripts for network, based on sponsor-Pearson contract proviso. WMAL said Pearson programs originate at station but scripts are sent to New York.

MORRIS PROTESTS TO FCC

REV. SAM MORRIS, Texas Baptist minister and prohibitionist, asked FCC for show-cause order to require KRLD Dallas to explain alleged refusal to sell him political broadcast time as National Prohibition Party nominee for U. S. Senator from Texas. He claimed KRLD has sold time to rival candidate George Peddy but refused his own requests.

3 STATES IN 10-MILLION CLASS

PENNSYLVANIA and California have joined New York in over 10,000,000 population class, according to provisional estimates, according to J. C. Capt, Census Bureau director. California gained almost third (31.1%) of its 1948 population since 1940 census. Total U. S. population as of July 1, 1948, estimated at 146,114,000.

ABC MIDWEST NET SLATES WORLD SERIES TELECASTS

RED BARBER, CBS sports director, will handle TV announcing for World Series, to be assisted by Tom Hussey, Yankee Network sportscaster, at Boston; by Van Patrick, Midwest sports announcer, if Cleveland wins.

WENR-TV Chicago making plans to televise Oct. 9 game as part of ABC Midwest Network, contingent upon Cleveland winning A. L. pennant. If so, WEWS Cleveland will feed baseball telecast to WXYZ-TV Detroit (making debut that date), WSPD-TV Toledo, WTMJ-TV Milwaukee, WBEN-TV Buffalo.

Admiral Corp., Chicago, sponsor of Notre Dame football games on ABC Midwest circuit, would relinquish time for baseball, with network picking up remainder of Irish-Michigan State game at South Bend. World Series games Oct. 8 and 10, also scheduled by ABC TV chain, may be carried by WGN-TV and WBKB Chicago.

NEW LOCAL STATION GRANTED MURRAY, UTAH

FINAL DECISION by FCC Friday grants Oral J. Wilkinson new AM station at Murray, Utah, on 1230 kc, 250 w fulltime. Proposed decision denies KSOO Sioux Falls, S. D., switch from 5 kw limited time on 1140 kc to 10 kw fulltime, directional night, on same channel.

FCC denied petition of Sky Way Broadcasting Corp., AM applicant at Columbus, O., for postponement of oral argument from Oct. 15 to Nov. 1 or later. Commission fortnight ago re-proposed to grant 1 kw, 1150 kc to Northwestern Ohio Broadcasting Co., Lima, and deny Sky Way [BROADCASTING, Sept. 27]. Sky Way claimed Oct. 15 too early for argument and deprived its legal rights.

SPECIAL CODE COMMITTEE TO STUDY OBSERVANCE

COMMITTEE to draw up plans for observance of NAB Standards of Practice will meet just prior to convening of NAB board Nov. 17 in Washington. Committee chairman is Hugh B. Terry, KLZ Denver, District 14 director. Other board members are William B. Quarton, WMT Cedar Rapids, District 10, and Gilmore N. Nunn, WLAP Lexington, Ky., District 7.

Serving as advisors will be Eugene S. Thomas, WOR New York, chairman of Sales Managers Executive Committee, and John S. Hayes, WINX Washington, chairman of Program Executive Committee.

Code committee will submit plans to board.

GROUNDWAVE PROPOSAL

METHOD devised by BBC's H. L. Kirke to compute groundwave field intensity contours where signal traverses path having more than one ground conductivity proposed to be incorporated by FCC in engineering standards. Proposed rule making proceeding provides for filing of briefs or comments by Nov. 10.

WERRENRATH QUITS WBKB

REINALD WERRENRATH Jr., WBKB Chicago special events director, Friday joined WNBQ, NBC Chicago TV outlet, as director of field operations (early story page 70).

Closed Circuit

(*Continued from page 4*)

on basis similar to recent $2,000,000 purcha of *Amos 'n' Andy* reportedly in progress. A though highest CBS officials refuse comme understood deal would involve sponsorship comedian by a General Motors division.

WAIT CHICAGO will shift Oct. 19 from t old Taylor-Howe-Snowden station represen tive firm to Radio Representatives Inc., c of two offshoots of T-H-S Radio Represen tives, which earlier signed WMPS Memph also has lined up Minnesota station and c in East.

NEWSPAPER owner Jack Knight, who h 42% of WIND Chicago, reported putting pres sure on co-owners P. K. Wrigley and H. Lesl Atlass, to reapply for FM so station can ente fax field. WIND withdrew FM applicatio last year.

SIGNS of renewed activity for revival Subscription Radio—former Asst. Secretary State Bill Benton's project for noncommerci broadcast service on quarter-in-slot basis—a seen in Washington.

SUBSCRIPTION television is still dream Zenith's President, Comdr. Eugene F. McDo ald. During AFM convention in Chicago la week, he held several private seances of Phon vision for selected auditors. His Phonevisio project may undergo test in Lincoln, Nebr where independent telephone company, ma collaborate.

IT'S NOT entirely coincidence that NAB ha stepped up services for video, including r lease of TV cost study, while TBA and FM wrestle with financial difficulties. Plans fo extensive FM activity, now on token basis to come up at NAB's FM committee meetin next week.

WHEN calculating machines are throug with NAB study of foreign tongue station results are expected to show about 150 out lets handling this type of programming. Fig ure compares to 205 in 1942.

HEEDING demands of FMA members fo more table model FM-AM sets, Zenith Radi Corp. rushing plans to set up new productio line for low-priced combination model. Daily production of 1,000 would be stepped up t 1,500.

WEAW EVANSTON, Ill., which carried com bination fax-sound to FMA convention i Chicago, aided by new-type Stewart-Warne receiver, reported dickering with Hearst' *Chicago Herald-American* for news and pic ture service with eye on fax.

ORAL ARGUMENT SET

ORAL ARGUMENT scheduled by FCC las week for Oct. 26 on exceptions to propose grant of 50 kw day, 25 kw night on 1540 kc a New Orleans to Louisiana Broadcasting Co. owned by Roy Hofheinz and W. N. Hooper Texas broadcasters [BROADCASTING, July 5]. Petition of KGBC Galveston, Tex., for sever ance from proceeding and grant was ordere included in argument before Commission *en banc*. FCC also ordered oral argument Oct. 2 on proposed grant for switch of WHYN Holyoke, Mass., from 250 w on 1400 kc to 1 kw on 560 kc [BROADCASTING, July 19] and proposed grant of 250 w on 1400 kc to Erie Broadcasting Co. at York, Pa. [BROADCASTING, July 26].

If You REALLY Want to Know...

IF you really want to know whether an advertising campaign will work, there's one sure way to find out ... TRY IT. If you really want to know if a product or package is right, a selling theme strong .. TRY IT. And you **can** try it in WLW-land in a manner not possible elsewhere. For WLW-land is a true cross-section of America—an ideal proving ground for new products, new ideas, new techniques.

In WLW's Merchandise-Able Area live thirteen and a half million people. Here are rich folks and poor. Here are farming hamlets and mighty industrial cities. Here are parts of the east, the mid-west, the north and the south. Here is a true mirror of America in all of its varied aspects.

And here is a great radio station, covering the area as a network covers the nation—dominant in some cities, less dominant in others—reaching millions of people every day, but like any other medium or combination of media, not reaching all the people all the time. The conditions your selling effort will face in WLW-land are those it will face elsewhere. Truly, as WLW-land goes, so will go the nation.

But that's only half the story.

Not only does WLW's Merchandise-Able Area provide an ideal proving ground, WLW also offers facilities and services not equalled by any other radio station. Selling "time-on-the-air" is not the beginning and end of its service to advertisers. Rather, WLW believes it is a duty to help advertisers know their problems and solve them .. whether these problems relate to distribution, packaging, product, dealer and consumer attitude, or what. And with "know how" peculiar to the area, plus manpower to do the job, The Nation's Station is in a position to give service that is truly unique.

AMONG WLW'S SERVICE FACILITIES . . .

People's Advisory Council
to determine program preferences and for general consumer market studies.

Consumer's Foundation
to determine consumer reaction to products and packaging.

Merchandising Departments
to stimulate dealer cooperation, check distribution, report attitudes, etc.

Test Stores
to check potential buying responses, effectiveness of new packaging, displays, etc.

Buy Way
monthly merchandising newspaper for retailers and wholesalers.

Specialty Sales
senior drug sales force to help secure basic distribution or supplement current sales or distribution.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation